

Copyright

By

Chih-Hao Chen

2015

The Report committee for Chih-Hao Chen

Certifies that this is the approved version of the following report:

Organizational Identification in Sports Contexts: A Review of the Literature on Social Media, Psychological States, and Consumption

**APPROVED BY
SUPERVISING COMMITTEE:**

Keri Stephens, Supervisor

Dawna Ballard

**Organizational Identification in Sports Contexts: A Review of the
Literature on Social Media, Psychological States, and
Consumption**

by

Chih-Hao Chen, B.A.; M.S.

Report

Presented to the Faculty of the Graduate School of
The University of Texas at Austin
in Partial Fulfillment
of the Requirements
for the Degree of

Master of Arts

The University of Texas at Austin

May 2015

Dedication

I dedicate this report to all the people who have showed their support, care, and love for me to overcome different barriers on this journey. I owe you every success in my life.

Acknowledgement

I would first like to express my sincere appreciation to my adviser, Dr. Keri Stephens, for showing great patience in guiding me throughout my graduate education. Your knowledge and high standards have made me a better researcher, and your positive attitude has inspired me a lot during the stressful process of my graduate study.

Furthermore, I would like to thank Dr. Dawna Ballard. You gave me the opportunity to begin this prestigious program and have now helped me reach my conclusion. I will always appreciate you because studying at the University of Texas at Austin has been one of the most amazing gifts that I have ever received.

Last but not least, I would like to thank my mother, Mei-Chan Wu, who has always been the biggest supporter for me on this journey. Thank you for your encouragement and love. I will always remember your dedication to our family. Without your support, I would not have been able to accomplish what I have done. I wish you health and happiness forever.

Graduate education is a long trip. I am grateful that I have completed it and I am ready for my next journey. Steve Jobs once said, “Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma — which is living with the results of other people's thinking. Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition.” I sincerely wish that all the people I care about will find their paths and follow their hearts.

Abstract

Organizational Identification in Sports Contexts: A Review of the Literature on Social Media, Psychological States, and Consumption

Chih-Hao Chen, M.A.

The University of Texas at Austin, 2015

Supervisor: Keri Stephens

The concept of social identification has enabled researchers to investigate various sports constituents. Although some studies have focused on such constituents as organizations or athletes, a majority of sports-related studies solely focus on fans. Therefore, a comprehensive examination of research on different types of social identification in sports contexts can provide an integrated look at all of these different sports constituents (i.e. organizations, athletes, and fans). This study intends to understand how three different types of identification related to sports situations — organizational, team, and fan identification — affect and are affected by various stakeholders in their respective sports contexts.

Three topics emerge based on trends in the sports field and the research focus of this review. These topics include the influence of: social media on individual behaviors and identification with sports organizations; social identification on individuals'

psychological states in sports contexts; and social identification on consumer behavior in different sports situations. Understanding how different types of identification affect individuals in sports provides communication scholars with new research opportunities. This report offers a review of how identification with sports organizations influences how individuals behave, think, and connect with a team. In addition, the report documents findings about how sports-related identification can be developed and sustained through social media, psychology, and consumer behavior.

Table of Contents

List of Appendices	x
Chapter 1: Introduction	1
Study Purpose	3
Chapter 2: Theoretical Background	6
Social Identity Perspective	6
Social Identity Theory.....	6
Self-categorization Theory.....	10
Terms Related to Identification	15
Organizational Identification	15
Different Types of Identification in Sports Contexts.....	16
Level of Identification.....	18
Chapter 3: Literature Findings from Sports Contexts.....	21
Identification and Social Media Use	21
Definition of Social Media.....	21
Organizational Perspectives	22
Athletes' Perspectives	24
Fans' Perspectives.....	27

Summary	30
Identification and Psychological States in Sports	31
Psychological Benefits and Identification	32
Psychological Threats Associated with Identification	35
Summary	42
Identification and Consumer Behavior.....	43
The Significance Effect of Identification on Sports Consumption ...	43
Motive, Identification, and Sports Consumption	44
Loyalty, Identification, and Sport Consumer Behavior	48
Cause-Related Marketing and Identification	50
Sponsorship and Identification	51
Logo, Identification, and Consumer Behavior	54
Athlete Endorsement, Identification, and Sports Consumption.....	55
Summary	56
Chapter 4: Conclusion	58
Appendices.....	62
References.....	70

List of Appendices

Appendix A: <i>Articles Relating Psychological Benefits and Identification</i>	62
Appendix B: <i>Articles Relating Psychological Threats Associated with Identification</i>	64
Appendix C: <i>Articles Relating Identification and Consumer Behavior in Sports</i> <i>Contexts</i>	66

Chapter 1: Introduction

A comprehensive understanding of literature on social identification is helpful when studying sports contexts. Social identification is a process where people cognitively and psychologically connect to social groups through their interactions (Callero, 1985). Through this identification process, individuals develop their social identities and behave in accordance with other people who belong to the same social categories (Hogg, 2012). As a consequence of this process, social identification provides a high predictive value of both group outcomes and members' behavior within social categories (Dick, Wagner, Stellmacher, & Christ, 2004).

Sports scholars frequently employ the concept of social identification in their studies (e.g., Bodet & Bernache- Assollant, 2011; Lee & Ferreira, 2011). Although the concept of social identification enables researchers to investigate different sports constituents including athletes, teams, organizations, and fans (Blaszka, Burch, Frederick, Clavio, Walsh, & Sanderson, 2012), a majority of sports-related studies are focused on fans. Therefore, a comprehensive examination of research on different types of social identification in sports contexts can provide an integrated look at different sports constituents, including sports organizations, athletes, and fans.

In the last two decades, sports research in academia has become more unpredictable and diverse (Shank & Lyberger, 2014). New communication channels have increased levels of interactivity among sports constituents. Media is no longer uni- but multi-dimensional (Pegoraro, 2010). Communication innovations have redefined the role

of sports constituents in the communication process. For example, social media have significantly improved interactions between athletes and fans (Hambrick, Simmons, Greenhalgh, & Greenwell, 2010). An ordinary user may distribute information to the general public and become more influential. Sports constituents including sports managers, athletes, sponsors, and fans can all be content producers, value creators, and information receivers simultaneously (Gummesson, 2002; Santomier, 2008). As such, sports constituents can fulfill their needs based on their perceived role and the communication context (Smith & Smith, 2012).

Moreover, sports scholars and practitioners are always interested in examining fan's consumption behaviors since fans are the main source of organizational income. Different from regular customers, fans of sports organizations do not make their consuming decisions simply based on the perceived value of the products or services. Fans' decisions can be more complicated because their decisions are more emotion-oriented. In order to understand fans' decision making process for sports consumptions, sports researchers and marketers seek to identify different internal factors (e.g., motivation, attitude, or memory), external factors (e.g., culture, social class, or family), and behaviors of sports fans across different social groups (Shank & Lyberger, 2014).

No matter how fast-paced and complex multidimensional sports constituent interactions and social media usage become, individuals who identify with a team will always have a psychological demand for sports. Certain individuals develop a strong psychological attachment to sports entities, and their affiliations with similarly-interested

peers can influence people's behavior and perceptions (Dietz-Uhler & Murrell, 1999). As a result, social identification can affect a person's psychological state within different sports situations. Affiliational influences do not only affect fans, but they also affect other sports constituents. Managers, employees, athletes, and fans can collectively be recognized as members of a sports organization (Kim & Kim, 2009). To examine the complex group relationships between different outcomes and constituents, scholars can use different types of identification (organization identification, team identification, and fan identification) as theoretical tools.

Although the concept of identification is often used to examine different sports situations, at the time of this writing, no available systematic reviews implement a tripartite perspective of social identification (i.e., organization, team, and fan) to analyze specific outcomes (e.g. media usage, consumption behaviors). To address this gap in extant literature, this review starts with the research from 2000, when web-based media began growing in popularity among various sports constituents, including sports teams, athletes, and fans. At that time, scholars also began a series of studies examining the impacts of social identification on individuals' psychological state. Therefore, setting the scope of this literature review at the turn of the twenty-first century enables the inclusion of an appropriate amount of studies to generate a strong examination of how social identification affects media usage, psychology, and consumer behavior in sports contexts.

Study Purpose

This report is a literature review of relevant articles (from 2000-2015) on social

identification in sports contexts. The purpose of this study is to understand how three different types of identification related to sports situations — organizational, team, and fan identification — affect and are affected by media utility, psychology, and consumer behavior of various team stakeholders. This review includes empirical studies and theoretical articles that are related to different applications of sports contexts. Three topics emerge based on the trends in the sports field and the research focus of this review: the influence of social media on individual behaviors and identification with sports organizations; the influence of social identification (as a direct, mediating, or moderating factor) on individuals' psychological states in sports contexts; and the influence of social identification (as a direct, mediating, or moderating factor) on consumer behavior in different sports situations. The author includes research conducted not only from a marketing communication perspective but also from interdisciplinary perspectives including technology, psychology, and culture in different sports situations.

Because there is no comprehensive review of identification-relevant studies in a sport context, the results of this literature review provide insight into the potential use of identification within different sports situations. This report is organized as follows. First, theoretical background is provided, including a social identity perspective and its two sub-theories: social identity theory and self-categorization theory. Additionally, different terms related to identification in sports contexts are defined, including an explanation of different levels of identification. Next, the report is grouped into three main sections: articles relating identification to social media use, articles relating identification and psychological states in sports, and articles relating identification and consumer behavior.

Finally, the conclusion section summarizes the findings and the implications of the studies.

Chapter 2: Theoretical Background

Social Identity Perspective

According to Hogg and Reid (2006), a social identity perspective is a “social psychological analysis of group processes, intergroup relations, and the self-concept” (p. 8). Scholars can understand processes of social identification, self-conception, intergroup behavior, and social interactions through a social identity perspective (Hogg & Reid, 2006; Tajfel & Turner, 1979). In addition to helping researchers explore formations of social groups and norms, a social identity perspective also enables us to analyze cognitive processes and the causal relationships behind behaviors. A social identity perspective includes two highly related sub-theories: social identity theory (Tajfel & Turner, 1979) and self-categorization theory (Turner, Hogg, Oakes, Reicher, & Wetherell, 1987).

Social Identity Theory

Tajfel and Turner introduced social identity theory in 1979. According to this theory, individuals tend to classify themselves and others into different social categories (Ashforth, Harrison, & Corley, 2008). Through the social categorization process, people perceive distinctions between in-groups and out-groups; this involves the concepts of “we” and “they.” Distinctions can significantly influence people’s social evaluation, cognition, and behavior (Dovidio, Gaertner, Pearson, & Riek, 2005). Therefore, social identity theory is an effective theoretical instrument explaining group processes and intergroup behaviors (Hogg, Terry, & White, 1995; Tajfel & Turner, 1979).

A series of studies developed the key elements and concepts of social identity theory before the term was officially coined (Billig & Tajfel, 1973; Tajfel, Billig, Bundy, & Flament, 1971; Tajfel & Billig, 1974; Tajfel, 1978). Tajfel, Billig, Bundy, and Flament (1971) investigated the role of social categorization in group behaviors. They found that individuals attempt to achieve the highest level of differentiation in intergroup situations. People discriminate against other groups and demonstrate in-group favoritism while making decisions. This intergroup discrimination still happens even when the categorization process takes place randomly (Billig & Tajfel, 1973). Although social categorization itself is sufficient enough to cause intergroup discrimination, researchers examined how other variables affect people's identification within a social group.

In 1978, Tajfel defined ideas of social identity, social categorization, social comparison, and psychological group distinctiveness (Swanson, 2014; Tajfel, 1978). The four concepts later became the fundamental components of social identity theory. These components serve as the psychological foundation of social identity process, since they effectively shape an individual's intergroup attitude and behavior. In addition, these elements are also associated with the psychological process of how people define in-groups and out-groups (McLeod, 2008).

Social categorization is the first stage of the social identity process (Tajfel, 1978). Categorization functions as a social rubric for people to simplify, navigate, and organize the human social environment. Through categorization, order and segments of the social environment are cognitively structured in effective ways (Ashforth & Mael, 1989); people can abstract meaning and social information from their complicated social

environments, and thus can make their decisions quickly (Dovidio et al., 2005; Ellemers & Haslam, 2012). Individuals define themselves and others by knowing which categories they belong to (Swanson, 2014), and people who are classified in the same category are recognized as sharing the same group features (Ellemers & Haslam, 2012). A similarity between individuals will be perceptually strengthened when they are classified in the same category, while differences among people from different social groups tend to be exaggerated (Shreffler, 2013).

Social identification is the second stage of the process. Social identity is highly associated with categorization, since people perceive themselves psychologically through identification with different social groups (Ashforth & Mael, 1989). Individuals respond to their social environments based on their social identity. Multiple identities can exist simultaneously in relation to different social contexts. People organize their social groups and identities hierarchically, and when conflicts can happen between identities, difficult decisions have to be made. A person needs to prioritize his or her social goals and respond with the most salient identity (Dovidio et al., 2005). In sports contexts, for example, identity conflicts can be frequently observed among student-athletes, since many of them struggle with their dual academic and sports identifications.

The third stage of the process is social comparison. In this stage, group members value and define the features of a social group (Ellemers & Haslam, 2012). Social identity theory assumes that individuals aim to enhance their self-esteem through identification with social groups (Tajfel & Turner, 1979). Accordingly, people are more likely to remain in a social group when their psychological needs can be met. Since an

objective standard for evaluating a group's value does not exist (Ellemers & Haslam, 2012), simply being a member of a group is not enough to build a positive self-concept. A person's self-esteem is enhanced when his or her social group is recognized as being more favorable than another social group. Thus, positive psychological distinctiveness can be gained through social comparison.

Since the concept of the self can be seen as belonging to social groups, individuals will try to positively maintain their social identification (Tajfel, 1978; Tajfel & Turner, 1979). However, social situations are dynamic and the social standing of a social group is not fixed (Ellemers & Haslam, 2012). Individuals may put more effort into pursuing differentiation to maintain positive identification (Swanson, 2014). These people use three types of strategies to meet this goal: individual mobility, social creativity, and social competition (Ellemers & Haslam, 2012).

The first strategy is individual mobility, wherein people try to relocate their identity in relation to their social environments (Ellemers & Haslam, 2012). In this case, group boundaries are considered permeable; permeable boundaries allow a person to psychologically depart from a low standing social group or to associate oneself with a high standing social group. For instance, to increase self-esteem, a person may shift his or her fandom from a poorly performing sports team to a successful sports team.

The second strategy used to meet social identification goals is social creativity, which occurs when the group boundaries are recognized as being impermeable. Members use social creativity strategies to redefine the intergroup comparison which, in turn, makes their groups more favorable (Ellemers & Haslam, 2012). One example of social

creativity is a Chicago Cubs fan who demonstrates his or her fandom by talking about the architectural beauty of Wrigley Field instead of the team's long championship drought.

The last strategy is social competition. In this strategy, in-group members engage in a form of conflict against out-groups in order to change their social standing. This change is achieved through competition on a value dimension shared by all relevant social groups, thus leading to impacts on the social standings of all groups (Ellemers & Haslam, 2012). For example, NBA players (in-group members) seek a raise in the salary cap through the players union; this action can be seen as a social competition strategy. While all the players could potentially benefit from a higher salary, owners (out-group members) try to avoid this raise because it would dramatically increase their expenditures.

Social identity theory provides a theoretical basis that helps scholars examine group dynamics in sports contexts; it allows us to understand how people's memberships in different sports groups can influence their perceptions and behaviors. While social identity theory enables experts to systematically analyze sports constituents and environments, this review also includes self-categorization theory to better explore people's cognitive process identifying with sports organizations.

Self-categorization Theory

While social identity theory focuses on different types of intergroup behaviors, cognitive and conceptual components help experts better understand the reasons behind these behaviors. Derived from social identity theory, self-categorization theory focuses

primarily on people's cognitive processes in their identification. In the contemporary sports field, complex factors influence an individual's identification, and self-categorization theory can be helpful for people to understand the phenomenon.

Self-categorization theory was developed by Turner and his colleagues to examine the cognitive nature of social psychological groups (Swanson, 2014). Turner, Hogg, Oakes, Reicher, and Wetherell (1987) defined a psychological group as "one that is psychologically significant for the members, to which they relate themselves subjectively for social comparison and the acquisition of norms and values" (p. 1), in which individuals "privately accept membership in, and which influences their attitudes and behaviour" (p. 1). Compared to many earlier psychological group studies, self-categorization theory primarily emphasizes the cognition process of how people subjectively identify with a social group (Dovidio et al., 2005). It addresses issues including how people define a collective entity, their self-awareness of psychological group memberships, and the effects of shared group membership on people's social relationships and behavior (Turner et al., 1987).

According to self-categorization theory, individuals can define and perceive the concept of "self" at different levels of abstraction: interpersonal, intergroup, and superordinate levels (Turner & Reynolds, 2011). The interpersonal level refers to the idea that individuals categorize themselves as unique objects in relation to other people in a given context. The main concern at the interpersonal level is on an individual's personal identity via the concept of "I" versus the concept of "others." Intergroup levels of categorization occur when a person categorizes him- or herself as a member of a socially

in-group but not a relevant out-group. The concept of “we” emerges at this level against a salient out-group. The highest order is the superordinate level, wherein people categorize themselves as human beings in comparison to other non-human objects as out-groups (Turner & Reynolds, 2011).

Group salience determines how people categorize themselves into a specific social category. Group salience results from interactions involving perceivers’ readiness and the fit of a social category (Turner & Reynolds, 2011). Perceiver’s readiness can be seen as an individual’s knowledge, including one’s goals, memories, values, or experiences. The fit of a social category is the degree of consistency between people’s stereotype and the perceived group experience (Turner & Reynolds, 2011). Social categorizations are more salient when they maintain consistency (Turner et al., 1987). For example, if I am a Red Sox fan and see another person wearing current Red Sox designated hitter David Ortiz’s jersey, I will assume that person is a fellow Red Sox fan. It is consistent for a fan to wear the jersey of a beloved team player. If that person wearing Ortiz’s jersey started to talk about how amazing the Yankees are, however, that behavior would be perceived as inconsistent with the social categorization. Categorization is generally used by individuals as a resource for responses to a given social situation. As a result, people that share similar perceivers’ readiness are more likely to categorize themselves into the same category.

Further, depersonalization occurs when individuals categorize themselves into a social group and their level of their identification is high. Depersonalization is referred to as “the cognitive redefinition of the self” (Turner & Reynolds, 2011. p. 402). Within this

process, a person defines his or her personality with group prototypes (Swanson, 2014; Turner & Reynolds, 2011). Prototypical attributes of a social group are assigned to identified members, and these members are expected to think and behave in accordance with the prototypical attributes (Hogg, 2012). For instance, a student from the University of Texas at Austin may frequently wear a burnt orange shirt, even though he or she does not particularly like the color. In this case, collective needs and goals are prioritized by individuals as they are depersonalized (Dovidio et al., 2005).

Since these social categories' prototypical attributes are clear and simple, they effectively help a person to understand various social contexts (Hogg, 2012). Categorizations will then be investigated by people to see if perceived information conforms to the group prototype. An individual can decrease his or her level of uncertainty toward others if the perceived behaviors and prototypical attributes are consistent (Hogg, 2012). When the fit of the categorization is perceived to be high, an individual can quickly identify other in-group members and regard them as credible sources of information (Turner & Reynolds, 2011). On the contrary, a low fit of categorization will cause people to use other categorizations until "an optimal fit is obtained" (Hogg, 2012, p. 68). Different from depersonalization, the categorizations include the internalization of cognitive change evoked by information, which can serve as a basis for self-concept and regulation later (Hogg & Reid, 2006). This phenomenon can be described as social influence.

Social influence indicates that in-group members can affect each other in terms of attitude, thoughts, and behavior. Social influence helps individuals maintain cognitive

conformity in social groups, and thus helps people reduce uncertainty (Cialdini & Goldstein, 2004). According to Hogg and Reid (2006), categorization strategies associated with social influence can be applied in two ways. First, people can narrow the discrepancy between themselves and others through the social influence process. Second, people can re-categorize dissimilar members or situations. These strategies recognize methods for changing an interaction's dynamics. Failing to apply these strategies may result in a person not being able to make meaning of his or her social world and as a result, internalize a high level of uncertainty.

People derive their self-concept from a perceived membership in social groups (Tajfel & Turner, 1986), thus fellow in-group members provide consensual validation to people's self-concepts (Hogg, 2012). When a person's in-group members engage in behavior that seems to violate shared norms, he or she may experience self-uncertainty. Re-categorization of members or situations is effective in eliminating the threats. Hogg (2012) claims that people may decrease their self-uncertainty through several relevant self-categorization strategies, such as joining a new group, building or increasing identification with an existing self-inclusive category (e.g. nationality), or increasing identification with a group to which they already participate (e.g. a fan of a sports team). People can strengthen their self-concept by affirming in-group conformity through these strategies.

Self-categorization theory can provide a cognitive explanation of the identification process and group behaviors in organizational contexts. Self-categorization theory enables us to understand the cognitive and psychological processes of a person's

identification with a sports team or a specific team member. Therefore, a social identity perspective, which contains social identity theory and self-categorization theory, provides a strong theoretical foundation to analyze how social identification affects social media usage, psychology, and consumer behavior in sports contexts.

Terms Related to Identification

From a social identity perspective, social identification is used to examine group processes, intergroup relations, and individuals' self-concepts in different social situations. Three types of identification related to social identity theory include organizational identification, team identification, and fan identification. In sports literature, team identification and fan identification appear more often than organizational identification. As described below, research shows that there is a close relationship with organizational identification. An index for readers to understand different levels of identification and their associated behaviors is also offered.

Organizational Identification

Social identity theory (Tajfel & Turner, 1979) and self-categorization theory (Turner et al., 1987) posit that organizational identification is an individual's self-definition in terms of his or her organizational membership (Ashforth et al., 2008; Hogg, 2012). In other words, organizational identification is an individual's self-perception and sense of belonging to an identified organization (Bhattacharya, Rao, & Glynn, 1995). Organizational identification is a manifestation of a person's social

identity, since it demonstrates concepts of self-definition, self-references, self-categorization, social comparison, social interaction, and motivation for group life (Ashforth et al., 2008; Hogg, 2006; Kim & Kim, 2009).

Organizational identification is useful for exploring human and intergroup behavior. Identifying with an organization satisfies a person's psychological needs, providing the perception that he or she is part of a larger community (Ashforth et al., 2008). This perceived belongingness influences how people define themselves and behave in different social contexts (Ellemers & Haslam, 2012). As a result, individuals attach different values, significance, and meaning to different social identities. They then use these identities as devices to determine behavior in various social situations (Hogg, 2012; Tajfel, 1981). Therefore, organizational identification significantly influences people's behaviors and organizational outcomes.

Organizational identification can constitute an understanding of how people derive a sense of identity with sports organizations. Given that Ashforth, Harrison, and Corley (2008) claim organizational identification relies upon, "an attractive, distinctive, and internally consistent organizational identity, shared fate with the organization, salient rival organizations, and self-sacrifice on behalf of the organization" (p.333), it is unsurprising that sports constituents are willing to spend their time, energy or money to psychologically and socially associate and affiliate with sports organizations.

Different Types of Identification in Sports Contexts

The psychological attachment between sports constituents (e.g. fans, athletes,

coaches, and managers) and sports organizations is known as organization identification (Foster & Hyatt, 2007), team identification (Kim & Kim, 2009), or fan identification (Sutton, McDonald, Milne, & Cimperman, 1997; Gwinner & Swanson, 2003). Scholars use these terms interchangeably to investigate different sporting situations. For instance, Foster and Hyatt (2007) use concepts from organizational identification to examine how fans identify with a relocated sports team. Alternatively, Branscombe and Wann (1992) use the term “team identification” to mean “the extent to which individuals perceive themselves as fans of the team, are involved with the team, are concerned with the team’s performance, and view the team as a representation of themselves” (p. 1017). In another study, Brown, Devlin, and Billings (2013) deploy “fan identification” to represent the aforementioned “team” concept to examine how fans cognitively process sports news in the media. Although sports scholars are more likely to use the terms team and fan identification in their studies, these terms are inherent to organizational identification since a sports team is also a form of organization (Kim & Kim, 2009). Although the terms can be used interchangeably, researchers should be aware of their differences.

Organizational identification can apply to all the people who identify with a sports organization including players, managers, or (in some rare cases) fans. Team identification is similar to organizational identification, yet the term emphasizes more of an association between sports and teams. Mael and Ashforth (1992) use the term “team identification” to refer to the psychological attachment of an individual to a sports team. In other words, team identification refers to all in-group members of a sports organization. Conversely, fan identification is used to indicate individuals who have no direct influence

on a sports team's on-field success; rather, they develop a psychological attachment to the team. As a result, in this study, team and fan identification are recognized as subsets of organizational identification.

Level of Identification

People's social behaviors are highly associated with the strength of their attachment toward a social group. Research has shown that levels of identification play a key role in affecting people's psychological state and behaviors (Sutton et al., 1997). Modified from an earlier study, Sutton, McDonald, Milne, and Cimperman (1997) use a sports fan index to evaluate fan identification. The researchers divide fan identification into three different levels: low identification, medium identification, and high identification. This categorization allows practitioners and scholars to identify target audiences with concise strategies that are highly associated with an individual's level of identification based on fan behaviors and responses. The differences among three levels of identification are discussed in the following section.

Individuals who possess low identification toward sports organizations are social fans. These individuals demonstrate a low commitment, and mainly focus on the entertainment value during the identification process. These fans develop a psychological attachment to the benefits surrounding the team (Sutton et al., 1997). For example, a low-identified fan may watch local football games to be able to have a conversation with his or her colleagues in the office.

Medium-identified fans identify with achievement-seeking elements provided by

a sports organization. These fans develop a psychological association through the positive attributes of sports teams, such as game and team performance or significant players (Sutton et al., 1997). Medium-identified fans are willing to invest their time and money into sports consumption. However, these fans are not always loyal followers — identification can fade or even disappear when positive attributes of the sports team are diminished. For instance, medium-identified New York Yankees fans may have lost their psychological attachment to that sports team when Derek Jeter, one of the most famous players on the Yankees' roster, retired in 2014.

Fans with high identification develop strong and long-term relationships with the sports teams they support. Fans in this category demonstrate a strong psychological commitment to a sports team whether the team is successful or not. Highly-identified fans show their support by investing in all aspects related to the team (Sutton et al., 1997). Individuals in this group consider their team as an extension of themselves; the successes and failures of the team are also considered their personal successes and failures. These individuals display solid support even when the team appears to have a low number of positive qualities. For instance, highly-identified Cubs fans — dubbed “Lovable Losers,” since the organization has not won the World Series for over a century — still root for their team regardless of the Cubs' season record. Because medium- or low-identified individuals might abandon a team with a weakened association, the goal of sports organizations is to increase the number of highly-identified fans.

In sum, understanding the concepts of organizational identification, team identification, and fan identification enables scholars to create a clearer picture of the

relationships among various sports constituents. Thus, a review of different types of identification can help us better understand how various sports constituents identify with sports organizations and how identification influences them in different ways, In addition, examining different levels of identification provides insight into sports constituents' behaviors in sports contexts.

Chapter 3: Literature Findings from Sports Contexts

Identification and Social Media Use

Sports communication and interactions have been amplified because of social media usage (Sanderson, 2011). Social media allows users to easily and conveniently connect and communicate with others (Smith & Smith, 2012). Although these interactions occur in a virtual form, they can significantly impact a person's identification and sports consumption. A review of literature related to social media consumption and team identification can help us understand sports constituents' frequent use of social networking sites, such as Facebook and Twitter, as communication tools. This section begins by providing a definition of social media, then proceeds with perspectives of sports organizations, athletes, and fans.

Definition of Social Media

According to Kietzmann, Hermkens, McCarthy, and Silvestre (2011), social media “employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss, and modify user-generated content” (p. 241). Information diffusion can occur over a short period of time through interactions on social media (Kwak, Lee, Park, & Moon, 2010, April). In sports contexts, information diffusion happens when a person disseminates content related to a sports constituent. Since information diffusion potentially can impact an individuals' identification and consumer behaviors positively, social media has gained

the attention of many sports managers and scholars.

Facebook and Twitter are the most frequently used social media platforms for sports constituents. Facebook is an online social networking service that provides multiple communication tools for its users (Holzner, 2008). Impressively, the site has 1.41 billion active users as of March 2015 (We Are Social, & IAB Singapore, n.d.). Eight hundred ninety million people log into Facebook daily, and 510 comments are posted every minute (Zephoria Inc., 2015). A slightly younger social networking service, Twitter, enables users to send short messages or “tweets” limited to 140 characters. Twitter users can post and read tweets, and follow other users through live feeds. Dissemination of a tweet occurs through retweeting or reposting a message on Twitter. To date, Twitter has 2.88 million users (We Are Social, & IAB Singapore, n.d.) with around 500 million tweets sent every day (Twitter, n.d.). Facebook and Twitter primarily rely on user-generated content. Therefore, the users of these sites are in charge of information flow (Holzner, 2008).

Organizational Perspectives

Many sports organizations use social media as communication and brand management tools (Shreffler, 2013). Social media provides a low-cost opportunity for sports organizations to reach their target audiences; however, sports organizations need to have communication strategies to increase marketing outcomes through social media (Holzner, 2008). Sports organizations’ utility of social media can also affect how people identify with organizations and their behaviors. Filo (2012) recommends that marketers

use different Facebook pages for different marketing and communication purposes. Similarly, Wallace, Wilson, and Miloch (2011) claim that sports marketers can improve their messages' manageability by choosing specific types of communication tools on Facebook such as links, status updates, pictures, videos, and notes. Adding a link to a message is the most effective marketing tool in sports contexts (Wallace, Wilson, & Miloch, 2011). Sports organizations post links on Facebook to encourage their fans to navigate through team-related content. People in turn enhance their sports consumption and team identification by reading this team-related content provided by sports organizations (Wallace et al., 2011).

Sports organizations usually emphasize positive attributes (e.g., news and information) with external links. Wallace et al. (2011) assert that team success, socialization, and rivalry are the top three categories used by sports organizations on Facebook. These categories can affect members' organizational identification for several reasons. Organizational success can increase people's sense of belongingness and membership (Ashforth et al., 2008). In addition, emphasis on rivalry enables individuals to identify the distinctiveness between an in-group and an out-group (Tajfel & Turner, 1979). Fans or athletes can increase their identification by receiving these positive attributes on Facebook.

Sports organizations and leagues use Twitter to increase their accessibility and enhance fan identification (Pegoraro, 2010). While Facebook provides a number of communication tools on its platform, Twitter offers only one tool — tweets — for users to share information. Some people view Twitter as a microblogging service (Pegoraro,

2010). An important function of tweet promotion is the hashtag. A hashtag “indicates that a certain tweet is about the same topic as every other tweet using the same tag” (Zarrella, 2010, p. 47). Sports organizations can easily find their target audiences via hashtags (Clavio & Kian, 2010), and can then encourage sports-related conversations (Blaszka et al., 2012). Smith and Smith (2012) note that sports organizations provide team updates through Twitter hashtags to communicate with their fans. Sports managers may use a hashtag to promote a live event and encourage fan participation in an important game. For example, NASCAR partnered with Twitter and used the hashtag #NASCAR to promote their games (Blaszka et al., 2012).

Athletes’ Perspectives

Athletes’ social media usage can affect fan identification. They may have different motivations for using social media, however. Hambrick, Simmons, Greenhalgh, and Greenwell (2010) propose six reasons for athlete social media motivation: interactivity, diversion, information sharing, content, fanship, and promotion. They assert that athletes primarily use social media (particularly, according to their study, Twitter) to increase interactivity with their fans. Sanderson (2014) agrees with this finding, noting that interactivity makes players accessible to their supporters through directional communication provided by social media platforms. Similarly, Kwak, Kim, and Zimmerman (2010) contend that athletes utilize social media to interact with others. Due to the innovation of communication technology, these interactions can happen easily.

Athletes do not always express themselves in similar ways on social media.

Sanderson (2012) explains that athletes use different identities to interact with others based on the situation. For instance, athletes may use social media as “information seekers” (e.g. asking for a good restaurant), or they may present themselves as “everyday people” sharing their lives with fans (Sanderson, 2012). Social media platforms enable athletes to strategically select their identities during these interactions. Additionally, athletes from different types of sports may use social media differently. National Football League (NFL) and professional golf players are more likely to use Twitter to communicate with their fans, than athletes from other sports (Pegoraro, 2010).

Athletes’ interactions and accessibility are important because an athlete’s level of accessibility is positively correlated to fan identification (Gwinner & Swanson, 2003). Fans feel closer to the athletes when they gain access to their personal lives on social media (Sanderson, 2011). Social media enables athletes to build strong connections with their fans, and fans may feel as if they actually know these athletes (Shreffler, 2013). Further, different professional levels in sporting events use social media to build connections with fans. At both the professional and collegiate levels, athletes use social media to enhance fan identification and their own connections (Filo, Lock, & Karg, 2014; Witkemper, Lim, & Waldburger, 2012).

Athletes also express diversions through their interactions with social media (Hambrick et al., 2010). Diversion can be defined as “non-sports-related information provided by professional athletes” (Hambrick et al., 2010, p. 460). Expressions of diversion on social media allow athletes to show their personal lives rather than just their professional lives. Pegoraro (2010) asserts that athletes significantly share more about

their personal lives on Twitter than they share about other aspects of their lives (e.g. business life, their sport, or fans). This has a direct result on fans. Highly-identified fans are influenced by an athlete's behavior, both on and off the field (Fink, Parker, Brett, & Higgins, 2009). The sharing of personal information can potentially increase fan identification since the sharing provides opportunities to increase the athlete-fan relationship.

Athletes also use social media for information sharing. Information sharing occurs when athletes disseminate messages on social media related to a team, sports, teammates, or specific games (Blaszka et al., 2012; Hambrick et al., 2010). Athletes can convey certain values to their fans when sharing information on social media (Pegoraro, 2010). For instance, a player who tweets out messages offering concern to an injured teammate is engaging in a type of information sharing. The injured athlete may increase his or her organizational identification upon receiving support from a teammate. Additionally, fans may see the athlete's tweet in a positive way, which leads to higher self-concept and identification.

Athletes must consider that fans or other sports constituents interpret their messages in different ways. Due to athletes' high visibility, a post sharing inappropriate content on social media has adverse consequences. In October 2014, San Antonio Spurs guard, Danny Green, took a picture of himself during a trip to Berlin in front of the Holocaust Memorial (also known as the Memorial to the Murdered Jews of Europe). Green posted the photograph online with the caption: "You know I had to do it one time lol #Holocaust." Soon afterward, the photograph generated large amounts of controversy

on social media. Eventually, Green deleted the picture and apologized on Twitter for his lack of sensitivity (Schwartz, 2014, October 8). Fans are perceived to be less important in-group members than the athletes (Vaught, n.d.). Therefore, athletes involved in behaviors going against team values can cause more of a negative repercussion on fans' identification and their self-concept (Hogg, 2012). For instance, Trey Burke, a point guard for the Utah Jazz, endured fan backlash when his nude pictures were leaked online, since Jazz fans were known for their conservative attitude. Sanderson (2011) suggests that sports organizations should help their athletes appropriately respond to fans.

Fans' Perspectives

Fans consume sports for different reasons (Smith & Smith, 2012). Raney (2010) classifies the motivations for fans' sports consumption into three categories: cognitive motivations, behavioral motivations, and emotional motivations. These categories are helpful in examining how fans use social media. This section discusses how social media affects fans' media consumption, communication, and identification.

Sharing and Gaining Information

Sports fans use social media to satisfy their needs for acquiring information (Seo & Green, 2008). One of the main reasons why fans use social media is to gain and spread information (Kwak, Kim, & Zimmerman, 2010), and enhance identification via the communication process (Shreffler, 2013). Lock, Taylor, Funk, and Darcy (2012) assert that fans' search for team-related information is an important manifestation of fan

identification. Hambrick (2012) also supports this idea by pointing out that many social networking sites function as a platform for information diffusion amongst sport fans; the sharing of information related to sports entities helps fans fulfill their cognitive needs.

Kwak, Kim, et al. (2010) examine how media sources and identification affect fans' interpretation of information. According to their study, people perceive mainstream media as a professional information source. However, fans also demonstrate positive attitudes toward user-generated content on social media. In addition, levels of fan identification can affect the perception of source credibility. Highly-identified fans show more favorable attitudes toward mainstream content while low-identified fans prefer user-generated content. When faced with negative information, highly-identified fans are more likely to appreciate mainstream media sources than low-identified fans. This association is because highly-identified fans have a strong and long-term relationship with the team, tend to have high self-esteem, and only agree with someone who is recognized as a professional (Kwak, Kim, et al., 2010).

Interactivity and Team Identification

Fans can communicate with others through social media without geographic limitations (Grant, Heere, & Dickson, 2011). They can build long-term relationships through these web-based interactions (Shreffler, 2013). The variety of functions and tools available through social media allow fans to easily find other like-minded individuals. Like-minded fans communicate in various locations through social networking sites and find that they share similar thoughts and values (Phua, 2010; Phua, 2012). For example, a

fan who lives in Taipei, Taiwan, may use social media to share his affinity for the San Antonio Spurs with another fan who lives in San Antonio, Texas. Conversations that occur among fans on social media help secure in-group identification (Smith & Smith, 2012). Fans can gain social ties on social media, which potentially leads to an increase in fan identification (Fink et al., 2009). The phenomenon can be observable among enthusiastic fans because highly-identified individuals tend to seek out other in-group members (Wann, Waddill, Polk, & Weaver, 2011).

Fulfilling Emotional Needs

Fans also use social media to fulfill their emotional needs. Fans with higher levels of identification have higher emotional needs; therefore, they use social media to express their emotions during a live sports event (Smith & Smith, 2012). In contrast, low-identified fans focus more on the entertainment value provided by the identification process (Sutton et al., 1997). Social media provides a platform for fans to fulfill their emotional needs and display their identification at any time. Highly-identified fans are more likely to feel emotionally impacted after the consumption of social media.

Individuals obtain higher levels of positive feelings when reading attitude-congruent messages; therefore, when using social media, most fans seek individuals with similar opinions. (Kwak, Kim, et al., 2010). Social media enables its users to avoid counter-attitudinal messages and to find favorable messages through search functions. Shreffler (2013) supports this idea by stating that social media users are capable of selecting contents that satisfy their needs.

Summary

To investigate the effects of social media usage as it relates to identification in sports contexts, this section looked at the perspectives of sports organizations, practitioners, athletes, and fans. Based on their roles in sports contexts, these sports constituents use social media in different ways. As a result, the social media usage of these groups can influence identification in different ways.

The first group, sports organizations, mainly uses social media as management tools. The popularity of social media gives sports managers the potential to encourage target audiences to read team-related content, which can lead to higher team identification. Aforementioned research has shown that sports organizations deliver content associated with social identity using social media to increase fans' team identification. Second, athletes use social media primarily to increase their accessibility and interactivity with other sports constituents. Due to innovation in social media, athletes can easily interact with their fans or other athletes. These interactions are important since athletes' accessibility is positively correlated to fan identification. However, since fans see these athletes as important representatives of team values and beliefs, athletes need to be careful about what they say on social media. The third group, fans, has three different motivations for using social media: cognitive, behavioral, and emotional. Disseminating and sharing team-related information is an expression of fan identification. Fans are more likely to increase their identification when exposed to more team-related communications.

Sports communication has changed since communication can now occur anytime,

anywhere. Social media provides a different platform for sports constituents to fulfill their needs within sporting contexts through multiple channels like Facebook and Twitter. Considering the pervasiveness of social media, studies that focus on the issues of social media and identification demonstrate the importance of the variety of influences on sports constituents within multiple contexts.

Identification and Psychological States in Sports

In sports contexts, individuals establish their attachments to sports organizations through an identifying process (Ashforth & Mael, 1989). A person develops his or her identification with a team based on a perceived psychological connection with the sports entity (Heere & James, 2007). Individuals may build up psychological connections at different points related to a sport, such as connections with a team (Van Leeuwen, Quick, & Daniel, 2002), other perceived fans (Wann, 2006; Wann, Rogers, Dooley, & Foley, 2011), individual players or members on a team (Basil & Brown, 2004; Mahony, Nakazawa, Funk, James, & Gladden, 2002), and the sport itself (Hill & Green, 2000).

When people develop their attachment with a sports entity, their levels of identification can affect them both cognitively and affectively (Bodet & Bernache-Assollant, 2011). People identifying with a team build psychological connections with different attributes of their teams (Mitrano, 1999). For instance, individuals may psychologically identify with a sports team because of the team's proximity to their home, its colors, or even the name. Exactly how these attributes foster identification is complicated because the attributes can change frequently. It is reasonable to expect that team identification is highly associated with people's psychological states.

The impacts of a team association can be positive or negative. The following review section begins with a discussion about how people's identification can generate psychological benefits, and the author then discusses the psychological threats that are associated with identification.

Psychological Benefits and Identification

A number of studies have investigated the relationship between identification and the psychological benefits in sports contexts (see Appendix A for a summary of the literature that relates to psychological benefits and identification). An individual's participation in social groups helps maintain his or her mental health (Jetten, Haslam, Haslam, & Alexander, 2012). People are psychologically vulnerable when they believe that they have low-quality social lives. Identification is an important predictor of a person's social ties, which, as Sani (2012) explains, are highly related to mental health and well-being.

Higher levels of identification lead to more social connections and positive social results for people (Wann & Weaver, 2009; Wann & Craven, 2014). In their study, Wann, Inman, Ensor, Gates, and Caldwell (1999) assert that sports fans who possess higher identification with sports teams report lower levels of negative emotions, such as anger, confusion, depression, and tension. Additionally, Wann, Dunham, Byrd, and Keenan (2004), in their investigation of the relationship between one's team identification and well-being, argue that identification is positively correlated to a person's level of extroversion, openness, and conscientiousness. In order to further explore the relationship

between identification and social well-being, Wann (2006) presented the Team Identification–Social Psychological Health Model to clarify the psychological benefits that result from a person’s team identifying process. They propose that fans can increase their psychological attachment and connect to other people by identifying with the same sports team. Through this team association, highly identified fans gain psychological benefits such as feelings of self-worth and a sense of belonging (Wann, 2006). This relationship between identification and social well-being is similar within different age groups. Scholars claim that identification also has positive effects on senior fans’ psychological traits as college-aged students (Wann, Rogers, et al., 2011). These studies have shown that identification does improve social connections and social well-being.

Many scholars’ studies have shown that identification has a relationship with social well-being. Levels of team identification can influence the number of social connections; the stronger a person’s team identification, the higher number of his or her social contacts. Scholars also have investigated the relationship among team identification, social integration, and social coherence (Wann & Weaver, 2009). These two concepts both indicate that members of an organization will try to reach and maintain the peaceful status through the social interactions. Therefore, they can reduce depression symptoms in organizational members (Seeman, 1996). A later study examined two additional social well-being components: subjective vitality and social avoidance/distress (Wann & Craven, 2014). Scholars argue that subjective vitality correlates with an individual’s self-esteem, which is a key component of both physical and psychological health. In addition, higher level of team identification can lead to lower degree of social

avoidance. Therefore, highly-identified individuals are more willing to interact with others and who can feel more integrated with society (Wann & Craven, 2014).

Team identification also helps people gain valuable benefits, such as reciprocity, trust, or information, from constructions of social capital. Clopton and Finch (2010) argue that students' identification with school athletic teams can positively affect their social capital, which is beneficial for their social well-being. These communal benefits gained from fan communities can potentially increase a person's identification toward the whole community. For instance, a student that highly identifies with his or her school's athletic teams may demonstrate a more positive attitude about the school. In addition, race and gender are two factors that can influence social capital gains in the identification process (Clopton & Finch, 2010). For example, compared to students of color and male students, white and female students are generally at an advantage because they increase their social capital through identifying school athletic teams more easily. Therefore, while universities use athletics as important elements for developing their organizational cultures, they also need to pay attention to the differences of identification outcomes among social groups.

Different phenomena in virtual spaces such as community building through Twitter hashtags facilitate and enhance individuals' social well-being (e.g., increasing social connections, enhancing self-esteem, and obtaining social support). While many researchers examine the psychological benefits gained through social connections in face-to-face situations (Wann, 2006; Wann et al., 2004; Wann & Weaver, 2009), people can also acquire social connections through online media. Reysen and Branscombe (2010)

found that fans obtain social connections and psychological benefits by simply perceiving themselves as in-group members. Based on this argument, it can be inferred that people gain psychological benefits from using social media. Indeed, Phua (2010) has found that fans' usage of online media significantly influences the relationship between identification and collective self-esteem. In addition, fans can obtain more social support and knowledge about their groups via connections gained from online interactions (Phua, 2012). Few studies investigate how hashtags serve as digital signs to enable users to quickly find subjects of personal interest and discover other users who share common interests on Twitter (e.g., Smith & Smith, 2012). These studies indicate that fans can also gain social well-being through online communication.

Psychological Threats Associated with Identification

A person's identification with a sports organization can also be detrimental for his or her psychology in some situations. As identification develops through connections with different traits of a sports entity, psychological threats can appear if these traits disappear or degenerate. For instance, when basketball player LeBron James announced that he would transfer from the Cleveland Cavaliers to Miami Heat, fans in Cleveland, Ohio (James's home state) were angry and disappointed because they felt betrayed (Scott, 2010, July 8). This section discusses studies that examine the relationships between identification and psychological threats (see Appendix B for a table showing articles that relates to psychological threats and identification). Although game outcomes can psychologically affect sports fans, they are excluded from this review since they are the

natural consequences of sports competition. In this section, the author only focuses on sports constituents and how their decisions, such as merging, relocation, and renaming, can cause people's psychological threats.

Identity Threats Caused by Merging, Relocation, and Renaming

Many professional sports organizations in North America are privately owned and are generally operated by owners. Owners make business decisions, such as merging, relocation, or renaming, to seek better revenue. A famous example would be Art Modell's decision for relocating Cleveland Browns in 1996, which cause hostile reactions from its fans (Apperson, 2001, April 5). Although the decisions can be financially beneficial, they can cause psychological threats for fans and put their identification at risk.

Mergers of sports organizations can cause identity threats. Boen, Vanbeselaere, Pandelaere, Schutters, and Rowe (2008) argue that team members including fans and youth players use organizational identification to define themselves and to interpret organizational situations. This perceived self-concept disappears if the organization no longer exists (Ashforth et al., 2008), and psychological threats can appear (Boen, Vanbeselaere, Pandelaere, Schutters, & Rowe, 2008). In this situation, a successful transformation of identification from the pre-merger teams to the current team is necessary for people to avoid psychological threats. Among all the components that determine the process of transformation, the level of pre-merger identification is the strongest predictor of post-merger identification. Thus, sport managers should try to

maintain the level of pre-merger identification as a mean of decreasing psychological threats caused by a merger.

Relocation can also decrease individuals' identification and cause psychological threats. Lewis (2001) argues that two types of allegiance are associated with people's identification and psychological state in situations of relocation: civic and symbolic allegiance. On the one hand, civically allegiant fans refer to a group of people who identify with a team solely because it represents a city. These fans might face psychological threats if the relocated team has created a unique identity for their city; they could lose this unique identity if the team moved. On the other hand, symbolically allegiant fans develop personal connections with a team through franchise symbols, such as team logos or names. This latter type of allegiance is highly associated with individual memories related to the team. For instance, a symbolic allegiant fan might know an athlete in person. Therefore, this type of fans may continue to identify with the relocated team as long as the team keeps the symbols that are connected to their memories; however, they may experience psychological threats if these symbols disappeared.

Relocation's psychological influence can sometimes be more complex; fans of relocated teams do not simply make a decision to either keep or abandon their identification. Foster and Hyatt (2007) classify five types of reactions related to fans' identification after sports team relocation: identification, disidentification, schizoididentification, neutral identification, and non-identification. The first type of identification refers to the positive relationship between the fans and the relocated teams. Fans in this category retain their identification and will continue to support the relocated

teams. The second type of identification is disidentification, which occurs when fans actively distance themselves from the relocated teams to decrease psychological threats. Fans that fall into the schizoid identification category struggle between identifying and disidentifying with the relocated teams. These fans still identify with some aspects of the team but not the team as a whole. The fourth type of identification is neutral identification. Neutrally identified fans will maintain a somewhat ambivalent feeling toward the relocated sports teams, actively avoiding to identify or disidentify with the relocated teams. The last type of identification is nonidentification; fans of this type possess no affiliation to the relocated teams. The five types of identification offer a rubric for experts to concisely examine their target audience, enabling them to come up with appropriate strategies (Foster & Hyatt, 2007).

While relocation can hurt fans, the renaming of sports venues can also generate psychological harms for fans. Renaming a sports venue may psychologically affect highly-identified fans because a sports venue can be seen “as the physical memory place for teams, has historically been named to commemorate the relationship among the team, the city, and the fans” (Boyd, 2000; p.330). The name of a sports venue like Fenway Park or Wrigley Field (homes of the Red Sox and Cubs, respectively) may narrate the story about a specific team, which allows fans to develop their team identification (Boyd, 2000). Conversely, a corporate name like AT&T Park provides no narration about the home team (in this case, the San Francisco Giants) and removes this symbol from a team’s sports tradition. When faced with the latter situation, group members may not be able to maintain positive group identity by differentiating themselves against out-group

members who draw upon their unique sports tradition. Therefore, renaming a venue after a corporation may be perceived by fans as a threat to symbols of team identity and distinctiveness.

Reysen, Snider, and Branscombe (2012) examined how corporate renaming of sports venues can instigate negative perceptions and anger. They argue that fans perceive a name change as a threat to team distinctiveness, and fan identification will likely to decrease consequently. In addition, fans react with anger when losing team distinctiveness. The level of negative reaction is positive correlated to the level of fan identification; the more fans identify with a team, the stronger fans show their negative emotion.

Identity and Psychological Threats Caused by Athletes

While decisions like merging, relocation, and renaming can cause psychological threats to sports organizational members, these decisions can be better accepted by people if they believe the changes are beneficial to the sports organizations. In contrast, people have difficulty accepting actions that could negatively influence the sports organizations like athletes who behave improperly. Several studies have examined the impact of athletes' misbehaviors on members' team identification and psychological state. Fans can feel disappointed and experience psychological threats since athletes are important in-group members of sports organizations. When an important in-group member is involved in an unpleasant incident, others can experience psychological threats even if they are not the "wrongdoers" (Lickel, Schmader, Curtis, Scarnier &

Ames, 2005).

The negative impacts of athletes' misbehaviors on identification are strongest when highly identified fans receive a weak or even no response from leadership. Fink, Parker, Brett, and Higgins (2009) argue that unscrupulous athlete or organizational behavior does affect fans negatively. In addition, the levels of identification also influence how fans interpret these negative behaviors. Highly-identified fans' self-concepts can be negatively impacted when they become aware of athletes' unscrupulous acts. Fink et al. (2009) assert that a strong leadership response can serve as a buffer for fans by indicating that the wrongdoer is a deviant group member. Failing to provide a proper leadership response can result in having fans experience decreased identification with the organization.

The fact that someone is called "an athlete" can also cause psychological threats for group members. People interpret athletes' behaviors differently due to their athletic identity, which can sometimes be harmful for all organization members. For instance, some students may believe that student-athletes on the football team do not need to meet the same academic requirements as "normal" students do, because the university wants the football team to win. This stereotypical perception of student-athletes having privilege can lead "normal" students to feel that the situation is unfair. Simons, Bosworth, Fujita, and Jensen (2007) argue that non-athlete students and faculty members show the tendency to have negative expectations toward student-athletes, even when they behave similarly. The negative expectations are usually academically relevant, and include admissions, athlete privileges, academic capability, and academic performance. Simons

et al. (2007) claim that these negative expectations can psychologically harm all of the in-group members including non-athlete students, faculty members, and student-athletes. On the one hand, non-athlete students and faculty members are anxious about student-athletes in terms of their academic integrity. On the other hand, student-athletes also confront psychological threats because they can feel humiliated by others' negative expectations (Simons et al., 2007). Student-athletes usually prioritize their athletic identification in order to cope with these psychological threats; by doing so, they rebuild their identification and simply use athletic identity to gain self-esteem (Simons et al., 2007).

Differential identity development between student-athletes and non-athlete students may trigger in-group favoritism and out-group bias. Hawley, Hosch, and Bovaird (2014) document how student-athletes and non-athlete students group themselves into different social categories, even though they are both in the same academic field. These two groups demonstrate different judgments toward a deviant individual based on their identities. When student-athletes become aware of a deviant fellow group member, they experience more psychological threats than non-athlete students because the incidents can have more negative reflections on their own social group and the university. However, although student-athletes experience more psychological threats if one athlete is deviant, they generally tend to show more mercy to the misbehaving individual. As Hawley et al. (2014) argue, student-athletes are more willing to accept mistakes because of their experiences of competition, teamwork, and sports.

Summary

Identifying with sports organizations provides a number of psychological benefits for individuals. First, compared to people who do not have identification with a sports organization, people who identify with a sports team are less likely to experience negative emotions since they can improve their mental health simply by perceiving themselves as members of a sports community. In addition, people can gain more social connections through their identification with a sports organization. For instance, a Red Sox fan can build his or her social connections by attending fan clubs or fan activities. Fans gain positive feelings such as a sense of belongingness and self-worth through these associations (Wann, 2006).

However, as illustrated by the aforementioned studies, identification can also be associated with psychological threats. People develop identification through psychological connections with a certain team traits. Therefore, a change or loss of these team traits may influence psychological states in a negative way. Psychological threats can also come from important in-group members such as athletes. Athletes' violation of group norms can cause identity threats for fans, since fans see them as important in-group members. Further, if fans do not receive a proper explanation for bad conduct from the organizations' leadership, they may devalue the whole team. In addition to unscrupulous behavior, research also shows that psychological threats can emerge at the university level. Student-athletes can experience and cause psychological threats to all the in-group members due to their athletic identities. Next, we will examine how identification can affect consumer behavior.

Identification and Consumer Behavior

Consumer behavior in a sports context is of great interest to sports practitioners and scholars. Experts investigate factors that affect people's behavioral intentions since sports consumption is the main revenue source for sport organizations (Shank & Lyberger, 2014). Funk (2008) defines sport and event consumer behavior as "the process involved when individuals select, purchase, use, and dispose of sport and sport event related products and services to satisfy needs and receive benefits" (p. 6). This definition gives us clear concepts of consumer behavior in sports contexts.

Sports experts agree that it is difficult to identify clear tenets about people's consumption decisions in sports contexts since these decisions are complicated (Crompton, & McKay, 1997; Kim, Trail, & Magnusen, 2013). Different personal, psychological, and environmental factors can affect consumer behavior in sports environments (Funk, 2008). During the decision-making process, these factors are all influenced by people's team identification (Eddy, 2013). This section begins by introducing the significance of identification on sports consumption. The review then discusses how identification is associated with different factors that influence sports consumption, including motives, consumer loyalty, cause-related marketing, logos, sponsorship, and athlete endorsements (see Appendix C for a full list of research related to identification and consumption behaviors in sports contexts).

The Significant Effect of Identification on Sports Consumption

Team identification influences consumer behaviors in different sports situations.

According to social identity theory, individuals who subjectively identify themselves with a social group will engage in behaviors to conform to other group members and category attributes (Turner & Reynolds, 2011). As previously discussed, fans have three levels of identification: high, medium, and low. Scholars assert that the levels of identification affect fans' behaviors for supporting their identified teams (Ahn, Suh, Lee, & Pedersen, 2012; Bristow, & Sebastian, 2001; Funk & James, 2001). Engagement in sports consumption can be seen as members' manifestation of conformity to a sports entity. For example, highly-identified individuals do not solely focus on self-interested consumption; they also focus on the consuming behaviors that are beneficial for the whole community (Yoshida, Gordon, Nakazawa, & Biscaia, 2014). The significant influence of team identification on sports consumption has led to numerous studies related to different contexts. Recent studies have shown that team identification can interact with other components to affect the sport and event consumer behavior.

Motive, Identification, and Sports Consumption

Although motives can affect sports consumers, only a small amount of consumption behaviors in sports contexts can be directly explained by motives (Funk, Filo, Beaton, & Pritchard, 2009) because motives have a significant effect on identification. Many sports scholars draw upon team identification to better examine the relationships between motives and sports consumptions (Fink, Trail, & Anderson, 2002; Gau, James, & Kim, 2009; Kim et al., 2013; Trail, Fink, & Anderson, 2003; Wann, Brewer, & Royalty, 1999). Motives are highly related to team identification. Trail,

Anderson, and Fink (2000) propose a model with six sequential factors to predict sports spectator consumption behaviors: motives, level of identification, expectancies, confirmation or disconfirmation of expectancies, self-esteem responses, and the affective state of individual. Trail, Fink, and Anderson (2003) later empirically tested this model. Their findings show that motives can explain 72% of the variance in identification. These studies shed light on the relationship between motives and identification and their possible impacts on sports consumption.

The Moderating Effect of Team Identification on Motives

Team identification can have a significant moderating effect on fans' motives in sports consumption. Different levels of identification can influence motives and lead to diverse consumption patterns. Kim, Trail, and Magnusen (2013) selected eight motives — achievement, aesthetics, drama, escape, knowledge, social, skill, and added value — to test the moderating effect of team identification on sporting event attendance. They argue that motives have a trivial effect on fans' attendance intention, while team identification has a significant moderating effect on all pairs of motive-action relationships, except for the aesthetics motive. Kim et al. (2013) assert that this particular finding may be caused by emphasis on the “artistic beauty and grace of sports competition” (p. 206), in which people only focus on the aesthetic values, not identification.

Motives between Fans and Spectators

While some studies consider an audience to be a single, monolithic group, other scholars claim that audiences at sporting events can be separated into fans and spectators (Trail, Robinson, Dick, & Gillentine, 2003; Woo, Trail, Kwon, & Anderson, 2009). Fans are passionate supporters that have strong psychological attachment to sports entities. Yet spectators are people who gain pleasure simply from watching sports events (Sloan, 1989; Trail, Robinson, et al., 2003). Consequently, fans and spectators have different motives, which are associated with different types of identification. The motives of fans are associated with organizational identification, and the motives of spectators are mainly connected to sport identification (Trail, Robinson, et al., 2003; Woo et al., 2009).

Some researchers use different terminology to extend the concepts of team identification when examining the diverse behaviors between fans and spectators in sports contexts. Trail, Robinson, Dick, and Gillentine (2003) claim that individuals can connect with different parts of the sporting experience rather than just to the team itself; therefore, they use the term “points of attachment” as an extension of identification to investigate other aspects regarding a sports entity. Based on the concept of points of attachment, the psychological connections that an individual makes with specific parts of a team (e.g., a coach or a player) can be seen as a type of team identification. Researchers claim that fans and spectators share three different types of motives, which are associated with two different types of points of attachment: organizational identification and sport identification (Trail, Robinson, et al., 2003). The categories include motives that are related to fans of successful teams (achievement), fans of unsuccessful teams or spectators (aesthetics, physical skills or athletes, eustress/drama, and knowledge), and

fans and spectators alike (escape and social interaction). Their findings perhaps unsurprisingly show that the results of games are more important for fans than for spectators (Trail, Robinson, et al., 2003). Trail, Robinson, et al. (2003) further assert that, although audiences have different motives, social interaction and escape can apply to both fans and spectators.

Woo, Trail, Kwon, and Anderson (2009) also use points of attachment to examine different consuming patterns between fans and spectators. Their argument supports Trail, Robinson, et al.'s work (2003) in general, yet they contend that social interaction has a minor effect on spectators. Woo et al. (2009) assert that social interaction is not obvious since the motives associated with spectators (e.g., aesthetic or drama) are very subjective. For instance, spectators can have diverse aesthetic standards by which they evaluate sports games; therefore, it is difficult for them to agree about their standards of evaluation through social interactions. Another finding worth noting is that, although collegiate athletes have a lower effect on developing fans' organizational identification due to their short membership on teams, audiences' levels of identification toward student-athletes is still as high as other points of attachment. Consequently, promoting student-athletes as product endorsers and role models remains important in collegiate sports.

Motives between Different Countries

Diverse identification and motives do not only exist between fans and spectators, they also appear in different countries. People develop their social motives in different social environments, and thus satisfy their needs in various ways (Gau et al., 2009).

Social motives and identification can both affect a person's consumer behavior. Sports managers and scholars should understand different types of social motives and identification and how they affect sports consumption in different countries (Won & Kitamura, 2007).

Nationality causes variance in fan motives and identification, which lead to different sports consumption. Won and Kitamura (2007) examine the differences of spectator motives, identification, and game attendance between Japanese and Korean soccer fans. They argue that Japanese spectators are usually motivated by sport-related factors, such as enjoying the physical skills performed by athletes. However, Korean spectators are more likely to be motivated by personal factors, such as watching games with their family members. As a result, Japanese spectators tend to have higher levels of team identification and more frequently attend games in person than Korean sports spectators. Scholars provide a number of marketing strategies based on this assumption. Since Japanese spectators have much higher motives related to the sport itself, increasing the entertainment value (e.g., halftime events) will effectively satisfy Japanese spectators' needs. On the other hand, since Korean spectators focus more on motives associated with personal benefits, enhancing the dramatic value of sports games can be an effective strategy for increasing Korean fans' game attendance (e.g., offering more highlights on the big screens; Won & Kitamura, 2007).

Loyalty, Identification, and Sport Consumer Behavior

Maintaining customers is important from a marketing perspective. Customer

retention occurs when a consumer is willing to develop a long-term relationship with a brand (Hellier, Geursen, Carr, & Rickard, 2003). In terms of sports, a loyal customer selects a specific brand and engages in repeated sports consumption (Bennett & Rundle-Thiele, 2002). In the following section, studies related to identification, consumer loyalty, and consumer behavior are discussed.

The relationship between a brand and its customers can be maintained through brand loyalty. Three components create attitudinal brand loyalty, including cognitive, affective, and conative components (Lee, Shin, Park, & Kwon, 2010). A positive correlation exists between people's team identification and these three components of brand loyalty. Lee, Shin, Park, and Kwon (2010) assert that the strongest relationship exists between affective brand loyalty and conative brand loyalty. Highly-identified fans are more likely to purchase team merchandise to enhance connections and commitments with sports teams and to follow group norms, both of which create higher intention for fans' product retention. This relationship explains why highly-identified fans are willing to pay more for important events, games, and team merchandise. For example, a fan that highly identifies with the San Antonio Spurs may purchase a Finals ticket without considering the likely high price to show his or her commitment to the team.

Both consumer satisfaction and team identification can be good predictors for consumer loyalty (Bodet & Bernache-Assollant, 2011). Team identification also plays a mediating and moderating role for the relationship between consumer loyalty and spectatorship. Interestingly, compared to consumer satisfaction, team identification's direct influence is quite modest even though it effectively moderates the relationships

(Bodet & Bernache-Assollant, 2011). Bodet and Bernache-Assollant (2011) examined ice hockey, a sport with fewer fans than sports like football and baseball. Hence, ice hockey fans tend to extend their identification from a specific team to the whole sport.

Cause-Related Marketing and Identification

Cause-related marketing (CRM) is one of the most effective marketing tools connecting organizations with their customers (Barone, Miyazaki, & Taylor, 2000). CRM allows organizations and charitable causes to cooperate with each other to promote a service or a product (McGlone, & Martin, 2006). CRM programs can affect fans' consumer behavior in different ways. Team identification can serve as a moderating factor in the relationship between CRM and sports consumption (Lee & Ferreira, 2011). Levels of identification can influence how fans perceive CRM programs. Fans with low identification do not always have the purchase intention for supporting their teams, and a social cause may give them more reasons to buy team merchandises. A CRM program will not cause much variance in highly-identified fans' consumption behaviors since they already have shown and continue to show their support for the team by purchasing team products (Lee & Ferreira, 2011). Therefore, although CRM programs affect fans' consumption behaviors, the impacts of CRM programs are more effective when they are applied to low-identified fans (Lee & Ferreira, 2011). Sports organizations should consider the psychological and behavioral differences among highly-, medium-, and low-identified fans to better manage their CRM programs.

Sponsorship and Identification

Sponsorship is similar with CRM since corporations associate themselves with sports to increase their publicity. In 2015, the projected sponsorship spending by North American companies will reach \$21.4 billion, an increase of 4.2 percent in 2014 (“New year to be one,” 2015). Among different property types of sponsorship market, such as sports, entertainment, causes, and arts, sports occupies 70% (\$14.8 billion) of total expenditures, the most of any category (IEG, n.d.). Competition among these sponsorship activities are strong (Kim & Kim, 2009). Marketers frequently sponsor sports teams or events to reach their target audiences. Sponsoring the right teams or events can help develop positive awareness of a brand (Cornwell, Roy, & Steinar II, 2001).

Since sponsorship can be financially beneficial for a sports team, fans see the sponsors as important partners. Cornwell, Weeks, and Roy (2005) indicate that a person’s identification toward a team can extend to its sponsors both inside and outside of sports contexts. Through this association, fans are more likely to identify sponsors’ services, which can increase the brand equity of the sponsors (Goldsmith, Lafferty, & Newell, 2000). Sports fans with divergent levels of identification respond differently to these sponsorships because they have different sensitivities toward the sponsorships (Gwinner, Larson, & Swanson, 2009).

Team Attributes, Team Identification, and Sponsor Image.

Identification with a sports organization can influence perceptions about sponsors. Kim and Kim (2009) tested how team attributes affect team identification, which in turn

serve as mediating roles affecting sponsor identification and image. They claim that attributes, including attractiveness, similarity, and awareness, can positively affect team identification; this creates a positive effect for a sponsor's image. This study also shows that team identification may have a mediating role during the process of developing sponsor identification. A highly-identified fan is more likely to transfer his or her perceived values from the team to its sponsors, since a highly-identified fan is involved in more events and is able to understand the meanings associated with sports events.

Sponsorship Activities in Different Countries

In recent years, the topic of different countries' sports sponsorships has gained traction in academic research (Fortunato, 2013). Wang, Cheng, Purwanto, and Erimurti (2011) assert that team identification and perceived congruence between a sports team and a sponsor can influence the sponsor's brand credibility and brand equity. However, impacts of sponsorships are different across countries. People from different countries have unique social and cultural patterns, which cause them to respond to sponsorship campaigns in diverse ways (Pothukuchi, Damanpour, Choi, Chen, & Park, 2002). Therefore, country of residence or birth can play an important moderating role within structural relationships. Wang et al. (2011) suggest that strategic adjustments of sports sponsorships in different countries can strengthen brand advantages. For instance, while sponsorship from brewing companies is acceptable in some countries, it can be prohibited in some countries.

Sponsorship and its Effect on Sport Consumer Behaviors in Collegiate Sport

In addition to professional sports, sponsorship in collegiate sports also draws attention among sports experts (Chen & Zhang, 2012; Reysen, Snider, & Branscombe, 2012). Universities are not always in favor of sponsorships, since collegiate sports fans are worried about the negative issues (e.g., perception of over-commercialization, losing memories about a venue) that are associated with sponsorships (Chen & Zhang, 2012). For instance, fans of collegiate sports may care more about the historical venue than the revenue brought by naming a sponsorship (Underwood, Bond, & Baer, 2001; Watkins, 2014).

Naming rights sponsorship in collegiate sports can affect students' attitudes toward sponsors and sports consumption (Chen & Zhang, 2012). In collegiate sports, fans demonstrate less favorable attitudes than professional sports fans toward the naming right sponsorship. College students can have concerns about sponsorships based on their perceptions of financial status, commercialization, or stadium identification (Chen & Zhang, 2012). Highly-identified individuals believe that renaming a venue after a sponsorship can damage the distinctiveness of their favorite teams (Reysen, Snider, & Branscombe, 2012). Interestingly, this anxiety of losing distinctiveness does not necessarily decrease fans' consuming behaviors. Fans can express positive attitudes toward corporate renaming if the sponsorship benefits the team and fans (e.g. remodeling an old stadium). When fans perceive benefits, their team identification becomes a more important factor influencing sports consumption rather than the perception of commercialization (Chen & Zhang, 2012). In cases such as this, team identification is a

significant predictor for people's purchasing intention of sponsored merchandise.

Logo, Identification, and Consumer Behavior

In some cases, sponsorship can influence a sports team's visual identity. For instance, Grupo Bimbo's sponsoring Philadelphia Union can be very confusing for some spectators since people can barely see the logo of Philadelphia Union from the design (Hecken, 2014, August 6). Logos are highly associated with team image and fan identification. A successful logo is essential for increasing and maintaining brand equity (Henderson & Cote, 1998). The level of identification is positively correlated to fans' preference for logoed products (Lee & Ferreira, 2011). Since identification plays an important role between team logos and fan choices, some researchers examine these relationships.

Fans can display their identification and in-group distinctiveness by purchasing team-logoed products. Kwon and Armstrong (2002) assert that team identification is the only significant factor that affects fans' impulse-buying intentions (other factors include shopping enjoyment, time availability, money availability, and levels of identification). They argue that this is because team-logoed merchandises can serve as a symbol of identity for fans. Therefore, fans can quickly show their identities to other in-group members by using team-logoed products. As a result, highly-identified fans are more likely to engage in impulse buying of logoed team merchandise.

Since fans see a logo as a symbol of identification, changing logos influences fan attitudes and consuming behaviors. Ahn, Suh, Lee, and Pedersen (2012) argue that

highly-identified fans are more sensitive to redesigned logos; their brand attitude can considerably decrease when an organization adopts a new logo. Interestingly, even when highly-identified fans are unsatisfied with a logo change, their purchase intention can remain high because engagement of positive consuming behaviors may serve as a method by which they can minimize negative effects caused by new logos (Ahn et al., 2012). In contrast to highly-identified fans, medium- and low-identified fans show more positive attitudes toward logo change, and will increase their brand attitude as a consequence. Although logo changes can cause psychological dissonance for fans with high identification, it can also increase revenue for sports organizations.

Athlete Endorsement, Identification, and Sports Consumption

People who identify with an organization can see important in-group members as a credible information sources about group norms and behaviors (Turner & Reynolds, 2011). Many sports organizations hire celebrities to be their product endorsers (Brooks & Harris, 1998). Since fans generally recognize athletes as important members of a sports team, athlete endorsers can influence fans' consumption behavior.

When individuals possess high identification toward a sports entity, they can internalize the value of the sports entity as part of their self-concept (Sutton et al., 1997; Turner & Reynolds, 2011). Fans can quickly perceive the values of a sports team from a significant member because of their high symbolic representations (Brooks & Harris, 1998). Hoeghele, Schmidt, and Torgler (2014) argue that celebrity athletes affect fans in a positive way because they can improve fans' consumption behaviors. Fans will buy more

merchandise and attend more games to display their support for the endorsers. However, fans do not always show similar attitudes in response to endorsers. Celebrity athletes are more important to the fans of successful teams than the fans of unsuccessful teams. Scholars explain this discrepancy by stating that fans from successful and unsuccessful teams possess different psychological attachments (Hoegel, Schmidt, & Torgler, 2014). On the one hand, fans of successful teams are more achievement-oriented (Cialdini, Borden, Thorne, Walker, Freeman, & Sloan, 1976). An outstanding team member such as a celebrity athlete may serve as a shared icon for other people to associate themselves with positive image (Brooks & Harris, 1998; Hoegel et al., 2014). On the other hand, fans who identify with unsuccessful teams simply look for a sense of belongingness (Hoegel et al., 2014), and thus tend to show less concern about celebrity athletes.

Summary

This section reviews how team identification affects sport and event consumer behavior. While a majority of studies have found that team identification plays a key role influencing people's sports consumption, other factors such as the level of identification and social categories should be considered as well. People with high identification are also likely to engage in higher levels of consumption behavior.

Additionally, motivation is a significant predictor of sport and event consumer behavior. Team identification is a significant determinant for brand loyalty and sport and event consumer behavior (Kim et al., 2013). Team identification also plays a key factor by prompting impulse buying of team-logoed merchandise among fans. Team

identification also functions as a mediator between team attributes, sponsor image, and sponsor identification.

While team identification is important, not all fans that identify with the same team behave and think in the same way. Levels of identification and the categories fans belong to are crucial factors that determine fans' perceptions and behaviors. Marketing strategies, such as cause-related marketing and logo renewal, can have more positive effects on fans with lower identification but not highly-identified fans.

Social categories also influence team identification in regards to consumption. Fans from different categories — country or level of professional sports — may have different motives and therefore focus on different attributes to identify their sports organizations. Their needs can be satisfied in disparate ways. Therefore, concise strategies for increasing identification and sport and event behavior should be made to better fit each social group.

While this section has explored the interactive effects of team identification and other factors on sports consumer behaviors, additional research is necessary to validate and extend these scholarly findings. The role and the impact of team identification can vary when combined with different fan characteristics, social contexts, or other factors; therefore, research should continue to address the moderating or mediating effect of team identification on consumption behaviors. In addition, future research should focus on how team identification may be associated with different patterns of sport consumption behavior depending on the type and level of the sport.

Chapter 4: Conclusion

This report has reviewed studies examining the role of identification in sports contexts from 2000 to the present and classified this body of research into three content-related categories: identification and social media use, identification and psychological states in sports, and identification and consumer behavior. Based on this review of literature, we have been able to better understand how identification with sports organizations influences how people behave, think, and connect with a team. Further, we have seen how sports-related identification can be developed and sustained in different ways through social media, psychology, and consumer behavior.

Innovations in media have also affected identification and social media use in sports contexts. Today, sports organizations, athletes, and fans can all be information distributors, which can change how people identify with sports organizations. These changes, resulting from the use of social media, significantly impact how sports constituents identify with sports entities. For example, fan behaviors such as interacting with other like-minded fans, looking for team-related information, or celebrating a team's victory can help fans maintain their level of identification.

While social media usage in sports contexts can bring many benefits for sports constituents, sports experts should note that there are some disadvantages. First, sports organizations' dominance as the main distributor of team information has weakened since every account on social media has similar access and ability to send messages. That is, since a person who has an account on social media may become a publisher to limitless audiences, one can be more influential than sports organizations if he or she better suits

audiences' needs within the communication process. For instance, organizational Twitter accounts are often slower to post information than other Twitter accounts. Sports organizations might need to find ways to increase their relevance because of this competition. Second, athletes also put themselves at risk when they are more accessible to their fans on social media. Athletes need to deliberately think about what they say online, since their words are unfiltered and scrutinized by the public.

Extant research also provides significant evidence to demonstrate the effect of identification on people's psychological states. People develop psychological attachments with sports entities through different team traits. When the traits have positive values and impacts, they can also positively affect a person's psychological state. In contrast, when the traits deteriorate or disappear, psychological threats can emerge. Many studies indicate that identification with sports teams can generate psychological benefits by increasing people's social connections. Increased social connections enable people to obtain more social support and information, which can in turn lead to more social well-being.

However, identification with a sports organization can also generate psychological threats. These threats can happen when the traits that a person associates with a team — such as a tradition, venue name, or geographic location — are lost. A loss of a trait can be perceived as a loss of team distinctiveness for fans, thus decreasing fan identification and causing negative emotions. Psychological threats can also be caused by athletes' on- and off-field behaviors and identities with other in-group members. This phenomenon is more prominent in collegiate sports where athletes are also students. In

summary, an individual's identification with a sports team can affect his or her psychological state depending on the dynamic among all the sports constituents. Sports marketers and planners can enhance psychological health for fans by providing more opportunities to help fans increase their social connections. Also, sports practitioners can help people prevent psychological threats by maintaining the quality of the team traits.

While social media usage and psychological issues have drawn high attention in recent years, consumer behavior has always been at the center of sports organizations' focus because fans are the main source of organizational income. Identification can play a direct, mediating, or moderating factor affecting sports consumers. Sports consumption can influence identification due to a variety of different components such as motives, brand loyalty, consumer satisfaction, CRM, or sponsorships. Additionally, team identification can cause affective, behavioral, and cognitive effects on fans, which can directly or indirectly influence their attitudes and sports consumption.

In general, the level of identification is positively correlated to consumer behaviors in sports contexts (e.g., attending sports events, buying team merchandises, or watching sports games). Therefore, sports managers should perceive highly-identified fans as an important target audience since they are more likely to engage in consumption behavior. In some situations, however, high levels of identification can impede the effect of marketing strategies. Highly-identified fans develop their self-concept through identification with sports organizations. Therefore, they are sensitive about any changes related to a given team because the change will influence their identities. When sports organizations launch new marketing strategies, such as introducing a new logo, they

should help fans see the change as continuity rather than a shift of identity.

Understanding the role of identification in sports can provide communication scholars with new research opportunities. This review documents identification's complex relationship and association with sports. Regardless of changes in circumstances, stadiums, and social media platforms, identification will always play an important role in understanding how people behave in sports organizations.

Appendix A

Articles Relating Psychological Benefits and Identification

Title	Author(s) & Year	Main Argument	Positive Effects for Fans
Understanding the positive social psychological benefits of sport team identification: The team identification-social psychological health model	Wann (2006)	Team identification can develop two forms of social connections: enduring and temporary connections.	Cultivates feelings of self-worth and a sense of belongingness
Understanding the relationship between sport team identification and dimensions of social well-being	Wann & Weaver (2009)	Using the Social Well-Being Scale, scholars claim that team identification can lead to more social contacts.	Increases social integration and social coherence
Fanship and fandom: Comparisons between sport and non-sport fans	Reysen & Branscombe (2010)	Team identification can foster an individual's social wellbeing even when that person is not in face-to-face sports contexts (e.g., online fan community).	Fosters feelings of self-worth and a sense of belongingness
Are college students 'bowling alone?' Examining the contribution of team identification to the social capital of college students	Clopton & Finch (2010)	Team identification increases an individual's social capital. Race and gender can influence the process of gaining social capital. White and female students are at an advantage in this process.	Increases social capital

Title	Author(s) & Year	Main Argument	Positive Effects for Fans
The team identification–social psychological health model: Sport fans gaining connections to others via sport team identification	Wann et al. (2011)	The relationship between team identification and psychological health is not mediated or moderated by social connections.	Increases social connections, which have valuable consequences (e.g., social support or study partners)
Use of social networking sites by sports fans: Implications for the creation and maintenance of social capital	Phua (2012)	People’s deployment of social networking sites affects their social capital. This process is influenced by team identification, collective self-esteem, and satisfaction with life.	Creates and maintains fans’ social capital
Further Support for the Team Identification–Social Psychological Health Model: Relationships between Identification of College Sport Teams, Vitality, and Social Avoidance/Distress among College Students	Wann & Craven (2014)	Fans can gain a sense of community by identifying with the same sports teams. This process can enhance their social wellbeing.	Increases subjective vitality and decreases social avoidance/distress

Appendix B

Articles Relating Psychological Threats Associated with Identification

Title	Author(s) & Year	Subjects of Analysis	Cause of psychological threats	Proposed Solution Strategy
Franchise relocation and fan allegiance	Lewis (2001)	Fans	Team relocation	Keep the key symbols that are associated with group identity and fan memories
I despise them! I detest them! Franchise relocation and the expanded model of organizational identification	Foster & Hyatt (2007)	Fans	Team relocation	Different strategies should be applied according to the five types of reactions after sports team relocation
The athlete stigma in higher education	Simons et al. (2007)	Student-athletes , students, and faculty members	Identity conflicts	Increasing student-athletes' most salient identity (i.e. their athletic identity) helps them cope with negative feelings
When your team is not really your team anymore: Identification with a merged basketball club	Boen et al. (2008)	Fans and youth players	Team merger	Transform the identification of the pre-merger fan to the post-merger team (this process can be better facilitated when post-merger team is successful)

Title	Author(s) & Year	Subjects of Analysis	Cause of psychological threats	Proposed Solution Strategy
Corporate renaming of stadiums, team identification, and threat to distinctiveness	Reysen et al. (2012)	Fans	Corporate renaming of sports venues	Reveal the reasons for renaming (e.g., financial strain)
Off-field behavior of athletes and team identification: Using social identity theory and balance theory to explain fan reactions	Fink et al. (2009)	Fans	Unscrupulous behavior of athletes	Strong leadership response toward the athletes and their unscrupulous behavior
Exploring social identity theory and the 'black sheep effect' among college student-athletes and non-athletes	Hawley et al. (2014)	College student-athletes and non-athletes	Identity conflicts for athletes	

Appendix C

Articles Relating Identification and Consumer Behavior in Sports Contexts

Title	Author(s) & Year	Description	Main Argument
Transition from motivation to behaviour: examining the moderating role of identification (ID) on the relationship between motives and attendance	Kim et al. (2013)	Team identification can affect motivation-action relationship; several motivations exist among sports audiences	Team identification has a significant moderating effect on all pairs of motive-action relationship
Motives and points of attachment: Fans versus spectators in intercollegiate athletics	Trail, Robinson, et al. (2003)	Fans and spectators have different types of identification, and these types can lead to different sports consumptions	Two types of attachment (organizational and sport identification) are associated with three types of motives, and these can influence people's sports consumption
Testing models of motives and points of attachment	Woo et al. (2009)	Empirically investigates how different points of attachment between fans and spectators can influence their sports consumption	Two market segments exist — fans of the team and fans of the sport; sports marketers should have different strategies for their target audiences

Title	Author(s) & Year	Description	Main Argument
Comparative analysis of sport consumer motivations between South Korea and Japan	Won & Kitamura (2007)	Examines the relationship among spectator motives, identification, and game attendance in different countries	People from Japan and Korea have different types of motives and identifications toward sports, which lead to different consumption behaviors
A brand loyalty model utilizing team identification and customer satisfaction in the licensed sports product Industry	Lee et al. (2010)	Investigates the relationships among customer satisfaction, team identification, and attitudinal brand loyalty	Consumers' beliefs about brand quality can increase their degree of brand attitude; when people highly-identify with a team, they demonstrate positive commitment to the brand
Consumer Loyalty in Sport Spectatorship Services: The Relationships with Consumer Satisfaction and Team Identification	Bodet & Bernache-Asollant (2011)	Investigates the relationships among the concepts of consumer loyalty, consumer satisfaction, and team identification	Both consumer satisfaction and team identification are effective predictors of consumer loyalty; team identification can take a moderating or mediating role

Title	Author(s) & Year	Description	Main Argument
Cause-Related Marketing: The Role of Team Identification in Consumer Choice of Team Licensed Products	Lee & Ferreira (2011)	Examines how team identification affects Cause-Related Marketing	CRM is more influential on low-identified fans than on highly-identified fans since a CRM program gives low-identified fans more reasons to purchase
Factors influencing impulse buying of sport team licensed merchandise	Kwon & Armstrong (2002)	Investigates how shopping enjoyment, time availability, money availability, and level of identification affect sports consumption	Team identification is the only factor that significantly affects impulse buying; identification also influences the amount of money a person spends on impulse buying of team licensed merchandise
The relationships between team attributes, team identification and sponsor image	Kim & Kim (2009)	Examines the relationships among team attributes, team identification, and sponsor image	Team identification can serve as a mediator affecting sponsor identification and image
The determinants of the sports team sponsor's brand equity: A cross-country comparison in Asia	Wang et al. (2011)	Investigates how sports team sponsors' brand equity are constructed differently depending on country	Team identification and perceived congruence between a sports team and a sponsor can affect the sponsor's brand credibility; country plays a moderating role on fans' perception of a sponsor's brand equity

Title	Author(s) & Year	Description	Main Argument
To name it or not name it: Consumer perspectives on facility naming rights sponsorship in collegiate athletics	Chen & Zhang (2012)	Investigates the impact of team identification on naming right sponsorship in collegiate sports	Students' attitude toward commercialization influences their attitudes toward sponsors and purchase intention
Sport fans and their teams' redesigned logos: An examination of the moderating effect of team identification on attitude and purchase intention of team-logoed merchandise	Ahn et al. (2012)	Examines how team identification can serve as a moderating factor on brand attitude and purchase intention in terms of logo change	Level of identification is a significant predictor of response to redesigned logo; highly-identified fans may decrease brand attitude upon release of new logo, nevertheless, their purchase intention will remain high
Corporate renaming of stadiums, team identification, and threat to distinctiveness	Reysen et al. (2012)	Examines the impact of team identification on naming right sponsorship in collegiate sports	Highly-identified fans are more sensitive to corporate renaming, because they believe that renaming can harm a team's distinctiveness

References

- Ahn, T., Suh, Y., Lee, J., & Pedersen, P. M. (2012). Sport fans and their teams' redesigned logos: An examination of the moderating effect of team identification on attitude and purchase intention of team-logoed merchandise. *Journal of Sport Management*, 27, 11-23. Retrieved from http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/J4290%20JSM%2027-1_02Ahn_11-23_ej.pdf
- Apperson, J. (2001, April 5). Modell, Browns fans reach deal on lawsuit [Web log post]. Retrieved from <http://www.baltimoresun.com/sports/ravens/bal-modell040501-story.html>
- Ashforth, B. E., Harrison, S. H., & Corley, K. G. (2008). Identification in organizations: An examination of four fundamental questions. *Journal of Management*, 34(3), 325-374.
- Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14, 20-39. Retrieved from http://www.jstor.org/stable/258189?seq=1#page_scan_tab_contents
- Barone, M. J., Miyazaki, A. D., & Taylor, K. A. (2000). The influence of cause-related marketing on consumer choice: Does one good turn deserve another? *Journal of the Academy of Marketing Science*, 28(2), 248-262. Retrieved from http://www.uk.sagepub.com/clow/study/articles/PDFs/11_Barone.pdf
- Basil, M. D., & Brown, W. J. (2004). Magic Johnson and Mark McGwire: The power of

- identification with sports celebrities. In L. R. Kahle & C. Riley (Eds.), *Sports Marketing and the Psychology of Marketing Communication* (pp. 159-171). Mahwah, NJ: Erlbaum.
- Bennett, R., & Rundle-Thiele, S. (2002). A comparison of attitudinal loyalty measurement approaches. *The Journal of Brand Management*, 9(3), 193-209.
- Bhattacharya, C. B., Rao, H., & Glynn, M. A. (1995). Understanding the bond of identification: An investigation of its correlates among art museum members. *The Journal of Marketing*, 59(4), 46-57. Retrieved from <http://web.cerhum.es/wp-content/uploads/2010/12/paper6.pdf>
- Billig, M., & Tajfel, H. (1973). Social categorization and similarity in intergroup behaviour. *European Journal of Social Psychology*, 3(1), 27-52.
- Blaszka, M., Burch, L. M., Frederick, E. L., Clavio, G., Walsh, P., & Sanderson, J. (2012). # WorldSeries: An empirical examination of a Twitter hashtag during a major sporting event. *International Journal of Sport Communication*, 5(4), 435-453.
- Bodet, G., & Bernache-Assollant, I. (2011). Consumer loyalty in sport spectatorship services: The relationships with consumer satisfaction and team identification. *Psychology & Marketing*, 28(8), 781-802. doi:10.1002/mar.20412
- Boen, F., Vanbeselaere, N., Pandelaere, M., Schutters, K., & Rowe, P. (2008). When your team is not really your team anymore: Identification with a merged basketball club. *Journal of Applied Sport Psychology*, 20(2), 165-183. Retrieved from <https://lirias.kuleuven.be/bitstream/123456789/209577/1/BoenVanbeselaerePandelaereSchuttersRoweJASP2008.pdf>

- Boyd, J. (2000). Selling home: Corporate stadium names and the destruction of commemoration. *Journal of Applied Communication Research*, 28(4), 330-346.
- Branscombe, N. R., & Wann, D. L. (1992). Role of identification with a group, arousal, categorization processes, and self-esteem in sports spectator aggression. *Human Relations*, 45, 1013-1033.
- Bristow, D.N., & Sebastian, R. J. (2001). Holy cow! Wait 'til next year! A closer look at the brand loyalty of Chicago Cubs baseball fans. *Journal of Consumer Marketing*, 18, 256-275.
- Brooks, C., & Harris, K. (1998). Celebrity athlete endorsement: An overview of the key theoretical issues. *Sport Marketing Quarterly*, 7, 34-44.
- Brown, N. A., Devlin, M. B., & Billings, A. C. (2013). Fan identification gone extreme: Sports communication variables between fans and sport in the ultimate fighting championship. *International Journal of Sport Communication*, 6(1), 19-32.
- Retrieved from http://www.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/02_Brown%20IJSC_20120100_ej.pdf
- Callero, P.L. (1985). Role-identity salience. *Social Psychology Quarterly*, 48, 203-215.
- Chen, K. K., & Zhang, J. J. (2012). To name it or not name it: Consumer perspectives on facility naming rights sponsorship in collegiate athletics. *Journal of Issues in Intercollegiate Athletics*, 5, 119-148.
- Cialdini, R. B., Borden, R. J., Thorne, A., Walker, M. R., Freeman, S., & Sloan, L. R. (1976). Basking in reflected glory: Three (football) field studies. *Journal of Personality and Social Psychology*, 34, 366-375. doi:10.1037/0022-3514.34.3.366

- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55, 591-621.
- Clavio, G., & Kian, T. M. (2010). Uses and gratifications of a retired female athlete's Twitter followers. *International Journal of Sport Communication*, 3(4), 485-500.
Retrieved from <https://www.naspspa.org/AcuCustom/Sitename/Documents/DocumentItem/08%20Clavio%20IJSC%203-4%20485-500.pdf>
- Clopton, A. W., & Finch, B. L. (2010). Are college students 'bowling alone?' Examining the contribution of team identification to the social capital of college students. *Journal of Sport Behavior*, 33(4), 377-402.
- Cornwell, T. B., Roy, D. P., & Steinard II, E. A. (2001). Exploring managers' perceptions of the impact of sponsorship on brand equity. *Journal of Advertising*, 30(2), 41-51.
- Cornwell, T. B., Weeks, C. S., & Roy, D. P. (2005). Sponsorship-linked marketing: Opening the black box. *Journal of Advertising*, 34(2), 21-42.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24, 425-439.
- Dick, R., Wagner, U., Stellmacher, J., & Christ, O. (2004). The utility of a broader conceptualization of organizational identification: Which aspects really matter? *Journal of Occupational and Organizational Psychology*, 77(2), 171-191.
doi: 10.1348/096317904774202135
- Dietz-Uhler, B., & Murrell, A. (1999). Examining fan reaction to game outcomes: A longitudinal study of social identity. *Journal of Sport Behavior*, 22(1), 15-27.
- Dovidio, J. F., Gaertner, S. L., Pearson, A. R., & Riek, B. M. (2005). Social identities and

- social context: Attitudes and personal well-being. In S. R. Thye & E. J. Lawler (Eds.), *Advances in Group Processes: Social Identification Processes in Groups* (pp. 231-260). Oxford, UK: Elsevier.
- Eddy, T. (2013). Measuring effects of naming-rights sponsorships on college football fans' purchasing intentions. *Sport Management Review*, 17(3), 362-375.
doi:10.1016/j.smr.2013.08.001
- Ellemers, N., & Haslam, S. A. (2012). Social identity theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of Theories of Social Psychology*, 2 (pp. 379-398). Los Angeles, CA: Sage Publications.
- Filo, K. (2012). Sport and new media. In L. Masteralexis, C. A. Barr, & M.A. Hums (Eds.), *Principles and Practices of Sport Management* (pp. 442-459). Sudbury, MA: Jones & Bartlett Learning.
- Filo, K., Lock, D., & Karg, A. (in press). Sport and social media research: A review. *Sport Management Review*. doi:10.1016/j.smr.2014.11.001
- Fink, J. S., Parker, H. M., Brett, M., & Higgins, J. (2009). Off-field behavior of athletes and team identification: Using social identity theory and balance theory to explain fan reactions. *Journal of Sport Management*, 23(2), 142-155.
- Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). An examination of team identification: Which motives are most salient to its existence? *International Sports Journal*, 6(2), 195-207.
- Fortunato, J. A. (2013). *Sports Sponsorship: Principles and Practices*. Jefferson, NC: McFarland.

- Foster, W. M., & Hyatt, C. (2007). I despise them! I detest them! Franchise relocation and the expanded model of organizational identification. *Journal of Sport Management*, 21(2), 194-212. Retrieved from <http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/7363.pdf>
- Funk, D. (2008). *Consumer Behaviour in Sport and Events*. Oxford, UK: Routledge.
- Funk, D. C., Filo, K., Beaton, A. A. & Pritchard, M. (2009). Measuring the motives of sport event attendance: Bridging the academic-practitioner divide to understanding behavior. *Sport Marketing Quarterly*, 18, 126-138.
- Funk, D. C., & James, J. D. (2001). The psychological continuum model: A conceptual framework for understanding an individual's psychological connection to sport. *Sport Management Review*, 4, 119-150.
- Gau, L. S., James, J. D., & Kim, J. C. (2009). Effects of team identification on motives, behavior outcomes, and perceived service quality. *Asian Journal of Management and Humanity Sciences*, 4(2-3), 76-90. Retrieved from http://210.60.31.132/ajmhs/vol_4_2and3/1.pdf
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. *Journal of Advertising*, 29(3), 43-54.
- Grant, N., Heere, B., & Dickson, G. (2011). New sport teams and the development of brand community. *European Sport Management Quarterly*, 11(1), 35-54.
doi: 10.1080/16184742.2010.537364
- Gummesson, E. (2002). Relationship marketing in the new economy. *Journal of*

Relationship Marketing, 1(1), 37-57.

Gwinner, K. P., Larson, B. V., & Swanson, S. R. (2009). Image transfer in corporate event sponsorship: Assessing the impact of team identification and event-sponsor fit.

International Journal of Management and Marketing Research, 2(1), 1-15.

Gwinner, K., & Swanson, S. R. (2003). A model of fan identification: Antecedents and sponsorship outcomes. *Journal of Services Marketing*, 17, 275-294. doi:

10.1108/08876040310474828

Hambrick, M. E. (2012). Six degrees of information: Using social network analysis to explore the spread of information within sport social networks. *International*

Journal of Sport Communication, 5(1), 16-34. Retrieved from <http://journals>

[.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/03Hambrick_IJSC_5-1_16-34.pdf](http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/03Hambrick_IJSC_5-1_16-34.pdf)

Hambrick, M. E., Simmons, J. M., Greenhalgh, G. P., & Greenwell, T. C. (2010).

Understanding professional athletes' use of Twitter: A content analysis of athlete

tweets. *International Journal of Sport Communication*, 3, 454-471. Retrieved from

<http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/06%20Hambrick%20IJSC%203-4%20454-471.pdf>

Hawley, L. R., Hosch, H. M., & Bovaird, J. A. (2014). Exploring social identity theory

and the 'black sheep effect' among college student-athletes and non-athletes. *Journal of Sport Behavior*, 37(1), 56-76.

Hecken, P. (2014, August 6). Ads gone bad: Worst soccer sponsorships [Web log post].

Retrieved from <http://www.uni-watch.com/2014/08/06/ads-gone-bad-worst>

-soccer-sponsorships/

- Heere, B., & James, J. D. (2007). Sports teams and their communities: Examining the influence of external group identities on team identity. *Journal of Sport Management, 21* (3), 319-337. Retrieved from <http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/9168.pdf>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing, 37*(11/12), 1762-1800.
- Henderson, P. W., & Cote, J. A. (1998). Guidelines for selecting or modifying logos. *The Journal of Marketing, 14*-30.
- Hill, B., & Green, B. C. (2000). Repeat attendance as a function of involvement, loyalty, and the sportscape across three football contexts. *Sport Management Review, 3*, 145-162. doi:10.1016/S1441-3523(00)70083-0
- Hoeghele, D., Schmidt, S. L., & Torgler, B. (2014). Superstars as drivers of organizational identification: Empirical findings from professional soccer. *Psychology & Marketing, 31*(9), 736-757.
- Hogg, M. A. (2012). Uncertainty-identity theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of Theories of Social Psychology, 2*, (pp. 62-80). Los Angeles, CA: Sage Publications.
- Hogg, M. A., & Reid, S. A. (2006). Social identity, self-categorization, and the communication of group norms. *Communication Theory, 16*(1), 7-30.
doi: 10.1111/j.1468-2885.2006.00003.x

- Hogg, M. A., Terry, D. J., & White, K. M. (1995). A tale of two theories: A critical comparison of identity theory with social identity theory. *Social Psychology Quarterly*, 58(4), 255-269.
- Holzner, S. (2008). *Facebook Marketing: Leverage Social Media to Grow Your Business*. Indianapolis, IN: Pearson Education.
- IEG (n.d.). Projected share of the North American sponsorship market from 2013 to 2015, by property type. In Statista - The Statistics Portal. Retrieved from <http://www.statista.com/statistics/254368/share-of-the-north-american-sponsorship-market-by-property-type/>
- Jetten, J., Haslam, C., Haslam, A. S., & Alexander, S. H. (Eds.). (2012). *The Social Cure: Identity, Health and Well-being*. New York, NY: Psychology Press.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.
- Kim, S., & Kim, Y. -M. (2009, April). The relationships between team attributes, team identification and sponsor image. *International Journal of Sports Marketing & Sponsorship*, 10(3), 215. Retrieved from <http://go.galegroup.com.ezproxy.lib.utexas.edu/ps/i.do?id=GALE%7CA201087454&v=2.1&u=txshracd2598&it=r&p=AONE&sw=w&asid=33bdbd63990f075e30d45fbc63086e53>
- Kim, Y. K., Trail, G. T., & Magnusen, M. J. (2013). Transition from motivation to behaviour: Examining the moderating role of identification (ID) on the relationship between motives and attendance. *International Journal of Sports Marketing and*

Sponsorship, 14(3), 190-211.

- Kwak, D. H., Kim, Y. K., & Zimmerman, M. H. (2010). User-versus mainstream-media-generated content: Media source, message valence, and team identification and sport consumers' response. *International Journal of Sport Communication*, 3(4), 402-421. Retrieved from <http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/03%20Kwak%20IJC%203-4%20402-421.pdf>
- Kwak, H., Lee, C., Park, H., & Moon, S. (2010, April). What is Twitter, a social network or a news media? *Proceedings of the 19th international conference on World wide web, USA*, 591-600. doi: 10.1145/1772690.1772751
- Kwon, H. H., & Armstrong, K. L. (2002). Factors influencing impulse buying of sport team licensed merchandise. *Sport Marketing Quarterly*, 11(3), 151-163. Retrieved from <http://search.proquest.com.ezproxy.lib.utexas.edu/docview/305559048?pq-origsite=summon&accountid=7118>
- Lee, J., & Ferreira, M. (2011). Cause-related marketing: The role of team identification in consumer choice of team licensed products. *Sport Marketing Quarterly*, 20(3), 157-169.
- Lee, S., Shin, H., Park, J. J., & Kwon, O. R. (2010). A brand loyalty model utilizing team identification and customer satisfaction in the licensed sports product industry. *ICHPER-SD Journal of Research*, 5(1), 60-67.
- Lewis, M. (2001). Franchise relocation and fan allegiance. *Journal of Sport and Social Issues*, 25, 6-19. doi: 10.1177/0193723501251002

- Lickel, B., Schmader, T., Curtis, M., Scarnier, M., & Ames, D. R. (2005). Vicarious shame and guilt. *Group Processes & Intergroup Relations*, 8, 145-157.
- Lock, D., Taylor, T., Funk, D., & Darcy, S. (2012). Exploring the development of team identification. *Journal of Sport Management*, 26(4), 283-294.
- Mael, F., & Ashforth, B. E. (1992). Alumni and their alma mater: A partial test of the reformulated model of organizational identification. *Journal of Organizational Behavior*, 13(2), 103-123.
- Mahony, D. F., Nakazawa, M., Funk, D. C., James, J. D., & Gladden, J. M. (2002). Motivational factors influencing the behaviour of J. League spectators. *Sport Management Review*, 5, 1-24. doi:10.1016/S1441-3523(02)70059-4
- McGlone, C., & Martin, N. (2006). Nike's corporate interest lives strong: A case of cause-related marketing and leveraging. *Sport Marketing Quarterly*, 15(3), 184-188.
- McLeod, S. (2008). Social identity theory [Web log post]. Retrieved from <http://www.simplypsychology.org/social-identity-theory.html>
- Mitrano, J. R. (1999). The “sudden death” of hockey in Hartford: Sports fans and franchise relocation. *Sociology of Sport Journal*, 16, 134-154.
- New year to be one of growth and challenges for sponsorship industry. (2015, Jan 6). Retrieved from <http://www.sponsorship.com/IEGSR/2015/01/06/New-Year-To-Be-One-Of-Growth-And-Challenges-for-Sp.aspx>
- Pegoraro, A. (2010). Look who’s talking — Athletes on Twitter: A case study. *International Journal of Sport Communication*, 3(4), 501-514. Retrieved from <https://www.naspspa.org/AcuCustom/Sitename/Documents/DocumentItem/09%20P>

egoraro%20IJSC%203-4%20501-514.pdf

- Phua, J. J. (2010). Sports fans and media use: Influence on sports fan identification and collective self-esteem. *International Journal of Sport Communication*, 3(2), 190-206.
- Phua, J. (2012). Use of social networking sites by sports fans: Implications for the creation and maintenance of social capital. *Journal of Sports Media*, 7(1), 109-132. Retrieved from http://muse.jhu.edu.ezproxy.lib.utexas.edu/journals/journal_of_sports_media/v007/7.1.phua.pdf
- Pothukuchi, V., Damanpour, F., Choi, J., Chen, C. C., & Park, S. H. (2002). National and organizational culture differences and international joint venture performance. *Journal of International Business Studies*, 33(2), 243-265.
- Raney, A. A. (2010). Fair ball? Exploring the relationship between media sports and viewer morality. In A. C. Billings (Ed.), *Sports Media: Transformation, Integration, Consumption* (pp. 77-93). New York, NY: Routledge.
- Reysen, S., & Branscombe, N. R. (2010). Fanship and fandom: Comparisons between sport and non-sport fans. *Journal of Sport Behavior*, 33(2), 176-193.
- Reysen, S., Snider, J. S., & Branscombe, N. R. (2012). Corporate renaming of stadiums, team identification, and threat to distinctiveness. *Journal of Sport Management*, 26(4), 350-357. Retrieved from http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/06%20Reyson_jsm_2011_0194_350-357.pdf
- Sanderson, J. (2011). *It's a Whole New Ballgame: How Social Media is Changing Sports*. New York, NY: Hampton Press.

- Sanderson, J. (2012). Stepping into the (social media) game: Building athlete identity via Twitter. In R. Luppigini (Ed.), *Handbook of Research on Technoself: Identity in a Technological Society* (pp. 419-438). Hershey, PA: Information Science Reference.
- Sanderson, J. (2014). What do we do with twitter? *Communication & Sport*, 2(2), 127-131. doi: 10.1177/2167479514527429
- Sani, F. (2012). Group identification, social relationships, and health. In J. Jetten, C. Haslam, A. S. Haslem, & S. H. Alexander (Eds.), *The Social Cure: Identity, Health and Well-being* (pp. 21-37). New York, NY: Psychology Press.
- Santomier, J. (2008, October). New media, branding and global sports sponsorship. *International Journal of Sports Marketing & Sponsorship*, 10(1), 15-28. Retrieved from <http://go.galegroup.com.ezproxy.lib.utexas.edu/ps/i.do?id=GALE%7CA191186162&v=2.1&u=txshracd2598&it=r&p=AONE&sw=w&asid=26d280bb9312e49a6b1edb02b6c6c947>
- Schwartz, N. (2014, October 8). Spurs guard Danny Green apologizes for insensitive caption on selfie at Berlin Holocaust Memorial. USA Today Sport. Retrieved from <http://ftw.usatoday.com/2014/10/spurs-danny-green-apologizes-holocaust-selfie>
- Scott, M. (2010, July 8). Cleveland-Akron fans saddened, sickened and angry at LeBron James' decision to leave Cavaliers [Web log post]. Retrieved from http://blog.cleveland.com/metro/2010/07/cleveland-akron_fans_saddened.html
- Seeman, T. E. (1996). Social ties and health: The benefits of social integration. *Annals of Epidemiology*, 6(5), 442-451.
- Seo, W. J., & Green, B. C. (2008). Development of the motivation scale for sport online

- consumption. *Journal of Sport Management*, 22, 82-109. Retrieved from <http://journals.humankinetics.com/AcuCustom/Sitename/Documents/DocumentItem/15395.pdf>
- Shank, M. D., & Lyberger, M. R. (2014). *Sports Marketing: A Strategic Perspective*. New York, NY: Routledge.
- Shreffler, M. B. (2013). *The Use of New Media to Maintain Team Identification: An Examination of Interactive Fans* (Doctoral dissertation, University of Minnesota). Retrieved from http://conservancy.umn.edu/bitstream/handle/11299/154406/Shreffler_umn_0130E_13770.pdf?sequence=1&isAllowed=y
- Simons, H. D., Bosworth, C., Fujita, S., & Jensen, M. (2007). The athlete stigma in higher education. *College Student Journal*, 41(2), 251-273.
- Sloan, L. R. (1989). The motives of sports fans. *Sports, Games, and Play: Social and Psychological Viewpoints*, 2, 175-240.
- Smith, L. R., & Smith, K. D. (2012). Identity in twitter's hashtag culture: A sport-media-consumption case study. *International Journal of Sport Communication*, 5(4), 539-557. Retrieved from http://www.humankinetics.com/acucustom/sitename/Documents/DocumentItem/09_Smith%20IJS_C_20120089_539-557_ej.pdf
- Sutton, W. A., McDonald, M. A., Milne, G. R., & Cimperman, J. (1997). Creating and fostering fan identification in professional sports. *Sport Marketing Quarterly*, 6(1), 15-22.
- Swanson, S. (2014). *Investigating the Role of Identification in Team Sport Organizations* (Doctoral Dissertation, Temple University). Retrieved from <http://ezproxy.lib.utexas>

.edu/login?url=http://search.proquest.com/docview/1501657475?accountid=7118

- Tajfel, H. (1978). Social categorization, social identity and social comparison. In H. Tajfel (Ed.), *Differentiation between Social Groups: Studies in the Social Psychology of Intergroup Relations* (pp. 61-76). London, UK: Academic Press.
- Tajfel, H. (1981). *Human Groups and Social Categories: Studies in Social Psychology*. Cambridge, New York: Cambridge University Press.
- Tajfel, H., & Billig, M. G. (1974). Familiarity and categorization in intergroup behavior. *Journal of Experimental Social Psychology*, 10(2), 159-170.
- Tajfel, H., Billig, M. G., Bundy, R. P., & Flament, C. (1971). Social categorization and intergroup behaviour. *European Journal of Social Psychology*, 1(2), 149-178.
- Retrieved from [http://dtserv2.compsy.uni-jena.de/__C1257B41003BBFE2.nsf/0/645311AE2DAD10EFC1257B49004183D0/\\$FILE/Tajfel%201971%20MGP.pdf](http://dtserv2.compsy.uni-jena.de/__C1257B41003BBFE2.nsf/0/645311AE2DAD10EFC1257B49004183D0/$FILE/Tajfel%201971%20MGP.pdf)
- Tajfel, H., & Turner, J. C. (1979). An integrative theory of intergroup conflict. In W. G. Austin & S. Worchel (Eds.), *The Social Psychology of Group Relations* (pp. 33-47). Monterey, CA: Brooks-Cole.
- Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of Intergroup Relations* (pp. 7-24). Chicago, IL: Nelson-Hall.
- Trail, G. T., Anderson, D. F., & Fink, J. S. (2000). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1(3), 154-180.
- Trail, G. T., Fink, J. S., & Anderson, D. F. (2003). Sport spectator consumption behavior. *Sport Marketing Quarterly*, 12(1), 8-17.

- Trail, G. T., Robinson, M. J., Dick, R. J., & Gillentine, A. J. (2003). Motives and points of attachment: Fans versus spectators in intercollegiate athletics. *Sport Marketing Quarterly*, 12(4), 217-227.
- Turner, J. C., Hogg, M. A., Oakes, P. J., Reicher, S. D., & Wetherell, M. (1987). *Rediscovering the Social Group: A Self-Categorization Theory*. London: Harvester Wheatsheaf.
- Turner, J. C., & Reynolds, K. J. (2011). Self-categorization theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), *Handbook of Theories of Social Psychology*, 2, (pp. 399-417). Los Angeles, CA: Sage Publications.
- Twitter. (n.d.). About Twitter [Twitter page]. Retrieved from <https://about.twitter.com/company>
- Underwood, R., Bond, E., & Baer, R. (2001). Building service brands via social identity: Lessons from the sports marketplace. *Journal of Marketing Theory and Practice*, 9(1), 1-13. Retrieved from http://www.jstor.org.ezproxy.lib.utexas.edu/stable/40470193?pq-origsite=summon&seq=3#page_scan_tab_contents
- Van Leeuwen, L., Quick, S., & Daniel, K. (2002). The sport spectator satisfaction model: A conceptual framework for understanding the satisfaction of spectators. *Sport Management Review*, 5, 99-128.
- Vaught, D. (n.d.). Fan identification, Twitter use, and social identity theory in sport [Personal website]. Retrieved from <http://www.slideshare.net/daronvaught/lit-reviewacm>
- Wallace, L., Wilson, J., & Miloch, K. (2011). Sporting Facebook: A content analysis of

- NCAA organizational sport pages and Big 12 conference athletic department pages. *International Journal of Sport Communication*, 4(4), 422-444.
- Wang, M. C., Cheng, J. M., Purwanto, B. A., & Erimurti, K. (2011). The determinants of the sports team sponsor's brand equity. *International Journal of Market Research*, 53(6), 811-829.
- Wann, D. L. (2006). Understanding the positive social psychological benefits of sport team identification: The team identification–social psychological health model. *Group Dynamics: Theory, Research, and Practice*, 10(4), 272. doi: 10.1037/1089-2699.10.4.272
- Wann, D. L., Brewer, K. R., & Royalty, J. L. (1999). Sport fan motivation: Relationships with team identification and emotional reactions to sporting events. *International Sports Journal*, 3(2), 8-18.
- Wann, D. L., & Craven, L. (2014). Further support for the team identification–social psychological health model: Relationships between identification of college sport teams, vitality, and social avoidance/distress among college students. *Journal of Issues in Intercollegiate Athletics*, 7, 352-366.
- Wann, D. L., Dunham, M. D., Byrd, M. L., & Keenan, B. L. (2004). The five-factor model of personality and the psychological health of highly identified sport fans. *International Sports Journal*, 8(2), 28-36.
- Wann, D. L., Inman, S., Ensor, C. L., Gates, R. D., & Caldwell, D. S. (1999). Assessing the psychological well-being of sport fans using the profile of mood states: The importance of team identification. *International Sports Journal*, 3, 81-90.

- Wann, D. L., Rogers, K., Dooley, K., & Foley, M. (2011). Applying the team identification–social psychological health model to older sport fans. *International Journal of Aging and Human Development*, 72(4), 303-315.
- Wann, D. L., Waddill, P. J., Polk, J., & Weaver, S. (2011). The team identification–social psychological health model: Sport fans gaining connections to others via sport team identification. *Group Dynamics: Theory, Research, and Practice*, 15(1), 75-89. doi: <http://dx.doi.org/10.1037/a0020780>
- Wann, D. L., & Weaver, S. (2009). Understanding the relationship between sport team identification and dimensions of social well-being. *North American Journal of Psychology*, 11(2), 219.
- Watkins, B. A. (2014). Revisiting the social identity-brand equity model: An application to professional sports. *Journal of Sport Management*, 28(4), 471-480.
- We Are Social, & IAB Singapore. (n.d). Leading social networks worldwide as of March 2015, ranked by number of active users (in millions). In Statista - The Statistics Portal. Retrieved from <http://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>
- Witkemper, C., Lim, C. H., & Waldburger, A. (2012). Social media and sports marketing: Examining the motivations and constraints of Twitter users. *Sport Marketing Quarterly*, 21(3), 170-183. Retrieved from http://is.muni.cz/el/1423/podzim2013/ZUR589b/um/SM_W8_Twitter_Sports_Marketing.pdf
- Won, J., & Kitamura, K. (2007). Comparative analysis of sport consumer motivations between South Korea and Japan. *Sport Marketing Quarterly*, 16(2), 93-105.

- Woo, B., Trail, G. T., Kwon, H. H., & Anderson, D. F. (2009). Testing models of motives and points of attachment. *Sport Marketing Quarterly*, 18, 38-53.
- Yoshida, M., Gordon, B., Nakazawa, M., & Biscaia, R. (2014). Conceptualization and measurement of fan engagement: Empirical evidence from a professional sport context. *Journal of Sport Management*, 28(4), 399-417.
- Zarrella, D. (2009). *The Social Media Marketing Book*. North Sebastopol, CA: O'Reilly Media, Inc.
- Zephorio Inc. (2015). The top 20 valuable Facebook statistics – Updated February 2015 [web log post]. Retrieved from <https://zephoria.com/social-media/top-15-valuable-facebook-statistics/>